

PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

VOL. LI.

NEW YORK, JUNE 21, 1905.

NO. 12.

The Farm Star's

story is short. It is the one farm publication by which you reach rural Indiana. It guarantees for each issue of the coming year at least 60,000 bona fide circulation—about twice the circulation among Indiana daily mail rural route farmers of any publication whatsoever. It has no circulation outside of the State.

But you cannot cover Indiana without it.

The paper is carefully printed twice a month. Its entire contents this year will be written by expert farmers, including the agricultural faculty of Purdue University.

The keynote of the paper is "How to Farm at a Profit;" and it goes to farmers who do farm at a profit.

Hundreds of miles of interurban trolleys, the growth of two great farmers' telephone systems and the delivery of daily mail to 200,000 farm families have made Indiana a new State, and doubled in five years the purchasing necessities of Indiana farmers.

**THE FARM STAR,
INDIANAPOLIS.**

Eastern Representative :

C. J. BILLSON,

Tribune Building, New York.

Western Representative :

JOHN GLASS,

Boyce Building, Chicago.

McClure's — The Marketplace of the World

We have said that the advertising pages of a magazine reflect its character quite as much as its reading matter and we publish here two letters, one from an enthusiastic subscriber as to the quality of the McClure text; the other from an admirer of its advertising policy.

As Mr. Rosseel's letter shows that McClure's strikes a responsive chord in "just a citizen," so Mr. Erskine's indicates that a broad gauge business policy is appreciated by broad gauge men.

Curtis P. Brady
Manager Advertising Department.

NIAGARA LITHOGRAPH CO.
1080 TO 1088
NIAGARA STREET

ESTABLISHED JULY 6, 1878
W. L. DOUGLAS SHOE CO.
INCORPORATED 1902
LARGEST \$3.50 AND \$5.00
SHOE FACTORY IN THE WORLD

BUFFALO, N. Y., Jan. 18, 1905.

My dear Brady:

I have your very kind favor of 16th inst. If I could not get McClure's Magazine for \$1.00, I should certainly take it if it cost \$3.00 and I could not take any other.

Three or four times I have been so enthused by articles that have appeared in it, and have felt so grateful to its editor and proprietor *just as a citizen*, that I could not withstand the temptation to write and express my appreciation of the *great* work the magazine is doing in the way of rousing the better side of us all. God! How the country needs it! And how splendidly straight from the shoulder McClure's is giving us *facts*! Mr. McClure always acknowledges with a courteous line. He does not know that I know you.

Sincerely and gratefully yours,

Rosseel

BROCKTON, MASS., May 23, 1905.

My Dear Mr. Brady:

It has been said "Between the declaring of a policy and the adhering to the same, there are often many lapses." As a close reader of McClure's Magazine, I know that it is the policy of the S. S. McClure Company to have the advertising pages of the magazine conform in character to the text, that both should show it to be a magazine of character. How carefully this was being done was not forcibly brought to my attention until I began reading your advertising editorials. I have gone over this month's issue of McClure's Magazine very carefully and fail to find any undesirable advertising in it.

Such a careful system of advertisements accepted by your publication must be a good thing for those who advertise as well as those who read the advertisements. I wish to congratulate you upon the methods you are pursuing.

Yours very truly,

Frank L. Erskine
Advertising Manager.

PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

ENTERED AS SECOND-CLASS MATTER AT THE NEW YORK, N. Y., POST OFFICE, JUNE 29, 1893.

VOL. LI.

NEW YORK, JUNE 21, 1905.

NO. 12.

FORTY YEARS AN ADVERTISING AGENT.

By Mr. George P. Rowell.

TWENTY-FIFTH PAPER.

The List System—the idea of contracting for a column of space to be sold out by the inch, or by the line, at a fixed price, based upon the alliterative proposal that had taken so well at first—an inch of space inserted a month in one hundred papers for \$100—had begun in New England and been extended to New York State. Then there was what was called a Western State combination covering Ohio, Indiana and Illinois; a Middle State List, having papers in New Jersey, Pennsylvania, Delaware and Maryland; a Northwestern combination, taking in Michigan, Wisconsin, Minnesota, Iowa, Missouri and Kansas; a Southern List, taking in all the States south of Mason and Dixon's Line; and, finally, there was a Pacific Coast List, started and conducted in our name but managed in San Francisco by Mr. J. F. Place, a New Hampshire newspaper man who had noted the progress of the work in New England and thought there were millions in it. The man in charge of the List System after the removal to New York was my old schoolmate and friend from childhood days, Nelson Chesman, well known of later years, and at the present time, as conducting a successful advertising agency of his own.

There soon began to be a great deal of trouble about keeping each List down to the limit of one hundred; then, too, there were some of the localities, notably California, where a hundred was a larger List than could be obtained. Some papers would always be remiss

about performance, consequently to make sure of having the full complement to exhibit to an advertiser, as vouchers, it was always necessary to contract with a few extra papers; while, if the number of papers was not specified with so much definiteness, the patron would not be so exacting as to the last one or two required to complete the tale. So it came about, that while the geographical subdivisions were maintained, the uniformity of the number of papers on each List, and the like uniformity of price, was not kept up, and by and by, some Lists had twice as many papers as another one did and cost two or three times as much.

No good thing goes on very long without having imitators. There was a certain man named Page, who, buying beechwood by the log, transformed it into wooden poster type, salable at such an advance over the cordwood price as to make it seem as though every dollar that came to his hand was ninety-nine and three-eighths per cent profit. He had an active agent in New York in that Mr. J. G. Cooley, who, at a later day, established a successful paper in Norwich, Connecticut, existing to-day as the weekly of the Norwich *Evening Record*, and still known as *Cooley's Weekly*. Mr. Cooley, too, still lives (1905), though long an invalid and shut in. He reads *PRINTERS' INK*, or did when last heard from, and now and then a letter of appreciation from his pen has in recent years been printed in these columns.

Mr. Cooley was also a sort of a representative of a certain firm of typesetters, who were always in a chronic state of being short of money, and he, with their aid, or they with his, took advantage

of a combination or boycott, existing among the typefounders of the country, whereby nobody who was not a typefounder was allowed to sell type. Mr. Cooley discovered that every popular face of body type could be duplicated by an electrotyping process—that I, being no mechanic, do not at all understand—and the product, notwithstanding the charge that it lacked something of the perfection of the original, found a ready sale.

I recall a circular issued by Mr. Cooley, in which he dealt with some assertions emanating from Bruce, Connor, Farmer, Little & Co. and other typefounders, to the effect that his practice was but little sort of thievery. No attempt on his part was made to deny the charge, but he quoted an alleged conversation between two colored chicken thieves. "Sambo, is this right?" inquired the one highest up on the roost. "That am a great moral question," answered Sambo after a moment's reflection—"Please to pass down that other pullet."

In the pursuit of his legitimate business, as above, our old friend Cooley soon found he could sell more type to the newspapers than he could induce the publishers thereof to pay him for. By and by the idea opened before his vision, that he could buy space on the same plan that the Rowell concern had brought into public notice, and, if he paid in wood type, could cut the Rowell price in half and still have a profit. He thereupon started in to make contracts, taking any paper that was to be had; and at this time he also took as partner, that Mr. Dauchy, now so well and favorably known as the head, for more than thirty years, of the very respectable advertising agency of Dauchy & Co.; and the two became advertising agents by self-appointment—as is always the method—paying all bills in wood type, and conducting their operations under the name of Cooley & Dauchy.

The new concern took no particular pains to choose papers. All were fish that came to their type

net, and soon we had a rather lively competition on our hands. When we said that our papers were better, Cooley said, "Well, ours are more in number." If we claimed that we secured a special position, as we did in most cases, Cooley responded that he bought the best space there was in the paper; which, as it meant positively nothing, seemed to be entirely satisfactory to everybody. If we said our list was worth more than his, he responded that perhaps it might not be, but it ought to be, for we asked a higher price than he did, which was true. He was also much aided by a trade association with a young firm of advertising agents, just getting into business in Philadelphia, who were destined, eventually, to carry the business further and do it better than anybody else had done in this country or the world. I am speaking of N. W. Ayer & Son of Philadelphia.

After a time the Cooley & Dauchy opposition, in connection with the growth of the Lists of papers printed on the co-operative plan, made it impossible for us to always fill our columns, on profitable terms, in all of the more than a thousand dailies and weeklies with which we had contracts. In consequence of this difficulty, the wording of the contracts was gradually changed, to provide for a column rate without agreeing to fill a column; and gradually the business secured on the plan became so limited, that at last a time came when the day to send out copy was at hand, and there was not so much as a single inch of matter ready to be sent; but even then the price per inch continued to prevail with a majority of the papers, and did prevail for years and years, and does still prevail in many cases where the publisher has even forgotten how such a rate originated. But Cooley & Dauchy, and afterwards Dauchy & Co., could beat us even at that, for we paid the price in cash, and they paid in wood type at from two to four hundred per cent profit, although to some dailies, and papers of more than ordinary importance, they would, on occasion,

(Continued on page 6.)

IN THE GOOD OLD SUM- MER TIME

¶'Cording to the calendar Summer is here. ¶ Just a reminder that it is not always advisable to cut down advertising during the Summer months. "Keeping everlastingly at it brings success," is the well-known axiom of a leading advertising agency. ¶ In the Summer time, or any other time, consistent advertising in Washington, Indianapolis, Minneapolis, Montreal and Baltimore will bring good results if the following high-grade, home evening newspapers are used:

The Washington Star

The Indianapolis News

The Minneapolis Journal

The Montreal Star

The Baltimore News

Special Representatives:

DAN A. CARROLL,
Tribune Building,
NEW YORK.



W. Y. PERRY,
Tribune Building,
CHICAGO.

sell Lindsey's electrotyped fonts, all of which was legitimate and proper enough, being in precise accordance with the agreements the papers had entered into with them; and, after all, these arrangements were no more unbusinesslike than the agreements they had with us, that enabled us to accept an advertisement for a dollar for insertion in this paper and that, and get it inserted for 37 cents on our yearly column contract, while other advertising agents, who neither had a yearly contract nor were agents for wood type, would be called upon to pay sometimes as much as \$2.50 gross, for precisely the same service.

As has been said before, advertising space may, from some points of observation and under some conditions, be worth to the paper absolutely less than nothing. Observation shows, however, that those publishers only, who are permanently successful, who consider their space as worth all they ask for it, and uniformly refuse to let it go unless they get the price named on the rate card. Just what price to demand when making up a rate card is a puzzle to every man who struggles with the question for the first time. Mr. M. H. Mallory, publisher and owner of that excellent organ of the Episcopal denomination, the *New York Churchman*, was once heard to assert that advertising space in a newspaper is somewhat like a lady's favors, which are valued very much as she values them herself. When I have quoted him on the point, however, it has been urged that he is a single man, and never having bought any favors, and so far as known never having had any, he is not competent to act as appraiser. Still, for all that, there is a shadow of truth and justice in what Mr. Mallory has asserted.

LIND, Washington, June 5, 1905.

Editor of PRINTERS' INK:

Tell the Chicago fellow and his kind to go to — and give us the rest of Mr. Rowell's letters. They're all right.

AL P. HAAS,
Publisher *Leader*.

THE NEW YORK "TIMES."

Times Square,

NEW YORK, June 8, 1905.

Editor of PRINTERS' INK:

I have been very much interested in the series of articles Mr. Rowell contributed to *PRINTERS' INK* giving his reminiscences of newspapers of the country. I suggest that when the series is completed that you have the matter put in book form. It offers a very valuable contribution to the history of newspaper and advertising business in America.

Always sincerely yours,
LOUIS WILEY.

109 E. Randolph St.,

CHICAGO, ILL., June 8, 1905.

Editor of PRINTERS' INK:

Do not, for heaven's sake, cut out those letters by Mr. Rowell. I have just seen the request from this city to have them discontinued.

Those letters are among the most interesting things I have seen in the last ten years. They are full of instruction and profitable suggestions to every man who prints and thinks. And they are written in English that Washington Irving would have delighted in could he but have dipped into them.

We have a few people in Chicago whose judgment is a negative quantity; but if you take the advice of the chap who wants those letters cut out you will offend every subscriber in this city but one. Yours very truly,

W. E. WATT, Publisher.

THE \$50 PRIZE AWARD.

Offices: 10 Spruce St.

NEW YORK CITY, June 9, 1905.

Mr. Albert Moritz, 202 West 118th St., New York:

DEAR SIR—In the competition for the best name for a Rye Whiskey the decision has been made and the \$50 prize was awarded to you. Please find check for the amount enclosed and accept my congratulations.

The name chosen will not be made public until the same has been copy-righted.

Kindly acknowledge receipt, and oblige. Yours very truly,

THE PRINTERS' INK PUB. CO.,

Chas. J. Zingg.

June 12, 1905.

Editor of PRINTERS' INK:

I have received your check for \$50, being the amount of the prize awarded to me for the best name for a Rye Whiskey. Please accept my thanks. Yours very truly,

A. MORITZ.

A FOLDER that ought to bring excellent results this summer is the one devoted to "Restful Recreation Resorts," issued by the Oregon Railroad & Navigation Co., Portland, Ore. It briefly describes trips up and down the Columbia River and to adjacent mountain and shore resorts, and its elegant setting ought to make it attractive to those visiting the exposition.

A NEW ISSUE IN CLOTHING PUBLICITY.

A veritable bomb was thrown into the clothing trade some months ago when Hart, Schaffner & Marx, Chicago, began to use mercerized cotton facts as the basis of a new series of advertisements in New York, Chicago, Philadelphia and Boston papers. This series purported to "tell the truth" about mercerized cotton fabrics. There was really nothing very new to tell concerning them—nothing, at least, that had not long been known to clothing manufacturers. But some of the facts regarding mixed goods were new to the general public, and out of these the Chicago house has made excellent advertising capital.

Mercerized fabrics in the men's clothing trade are those in which cotton, treated by the process of Mercer, is woven with wool. Mercerizing gives cotton a silky texture and somewhat strengthens its fiber. In combination with wool a strong, handsome fabric is produced. Recent improvements, it is said, have made it possible to produce mixed goods that cannot be detected from pure woolen fabrics, even by experts, without the boiling test. In the latter suspected cloth is submitted to a bailing solution of caustic soda, which entirely destroys all animal matter such as wool and silk, leaving only the tell-tale cotton threads. A collection of cloth samples which Hart, Schaffner & Marx are now supplying to retailers who handle their goods, show up cloth impositions in a most interesting way. Some fabrics of good appearance are in reality nearly all cotton, having but a thin coating of wool over solid cotton fabric. Others are woven wholly of cotton threads wrapped in wool, while still others have a certain proportion of pure cotton threads interwoven with pure woolen ones, the percentage varying from a few threads that define a pattern in the cloth to a mixture that is from fifty to seventy-five per cent cotton.

These mercerized cotton ads

have acted somewhat like Regal buzz-saw publicity, but with infinitely wider results. Plain pica talks have appeared several times a week in the *New York Times* and *World*, *Chicago Record-Herald* and *Tribune*, *Philadelphia Press* and *Bulletin* and *Boston Globe* and *Herald*. Recently some of the magazines have been added. Reliable authorities say that fully sixty per cent of all the men's clothing manufactured in this country is made of mercerized fabrics. Many of these are sold as such, but latterly there has been a tendency to sell these goods for pure wool, though making no claim that they are such. Silence and the public's ignorance accomplish the fraud. This was a menace to the entire clothing industry, in the belief of Hart, Schaffner & Marx, and to counteract the tendency their advertising was begun. Incidentally, it emphasizes the safety behind the H. S. & M. label.

"We are not opposed to mercerized cotton," said a representative of the house. "This campaign was undertaken not for the purpose of decreasing the sale of mercerized clothing, but to give the public information about it, so that the man who is able and willing to pay the price of wool could not be imposed upon, while the man who is satisfied with part cotton would know what he was getting. Indeed, we are so unbiased in our attitude toward mercerized fabrics, apart from the fraudulent features of its sale, that we now contemplate devoting some of the ads to an exposition of their virtues. Mercerized cloth is much stronger and more durable than shoddy, for example. The latter is made of re-used woolen fiber, which gives a short staple that is not to be compared for strength with the long cotton staple in combination with new wool. There are other things to be said in favor of mercerized clothing. We are fighting the sham, not the fact, and our advertising is in the best interests of the entire clothing industry. We have been called the 'Lawsons of the Clothing Business' for the

position we have taken, but we advise dealers and manufacturers to take a firm stand for mercerized goods on their true merits, showing that they are good goods at fair prices when honestly sold."

Some days ago one of the advertisers in the *Daily Trade Record*, New York City, withdrew his ads from that textile newspaper because the editor makes a practice of reproducing the Hart, Schaffner & Marx announcements. In commenting upon this action the editor gave an interesting insight into the mercerized question: "We have asked mills making mercerized cloths to give us samples that we might put them through a test to satisfy ourselves" he said, "and have agreed not to print their names when giving the results of this test, but up to this time not a single mercerized mill or its selling agent has been willing to give up a piece of its mercerized cloth for this purpose. In the present mercerized issue we have differed from the 'H. S. & M.' policy because we have repeatedly stated that an honest piece of mercerized cotton worsted, was far better for the wearer, so far as service and appearance went at the price, than an all shoddy piece of goods which would boil out at a similar higher price; and considering that such a multitude of men had to wear clothes below \$15 a suit these men, with the extreme high wool market, had to wear clothes of some manipulated fabric, and we chose the legitimate mercerized cotton worsted as against a shoddy piece of goods which would boil out. We have asked many clothing manufacturers, and with the exception of Mayer, Scheuer, Offner & Co., Cincinnati, in the entire trade there was not a single house handling mercerized goods that would come out and make the statement of why they handled these cloths, or say anything in favor of these fabrics."

The H. S. & M. ads appear in dailies in the four leading cities because these are the centers of the clothing trade, and hundreds

of retailers throughout the country see them. It is a practice with many retailers who handle this firm's clothing to take the *Chicago Tribune* or *Record-Herald* for the purpose of getting the H. S. & M. announcements, and

Some days ago we saw a handsome fabric, a dark fancy mixture, which would attract the instant attention of good dressers.

Suits made from it would retail easily at \$20; it looked and felt very good; the majority would say it was good.

But it showed by test at least forty per cent of cotton; the actual looks-value of a suit of it would be not over \$5.

You see, perhaps, why we say "the mercerized cotton cheat;" that fabric is a fraud, whatever the maker's intention may have been. The fraud is in fact, not in intention, in this case.

We congratulate ourselves, and the multitude of clothes-wearers whose confidence we have gained, that our label is a sign of security against such things; that it is never associated with "mercerized cotton." That label is a small thing to look for, but a big thing to find.

Hart Schaffner & Marx Good Clothes Makers

the campaign has been reinforced by much advertising on the part of local dealers who reproduce the ads in full. Hart, Schaffner & Marx are the largest firm of men's clothing manufacturers in the United States, and have millions of dollars.

COPY FOR THE FARMER.

No detail of advertising shows such steady improvement as copy. The average American advertisement of to-day, compared with that of five years ago, reveals amazing development in force and style. It has a sureness of aim and a clean-cut vigor, and gives the impression that the advertiser has learned the principles of his proposition, and knows exactly what he is about.

Copy for the farmer has made even more remarkable developments than that in the general advertising field. For strength, clear logic, attractiveness and the utilization of small spaces, study the farm papers. Newspaper and magazine copy is written for a more or less indefinite audience, made up of people of all ages, occupations, incomes and points of view. But farm copy appeals to a definite class of people, living in pretty much the same environment, dealing with conditions practically the same everywhere, and even approximately on a footing as regards income. Perhaps this is the reason it has developed more rapidly. But this does not mean that copy for the farmer is easy to write.

May be the largest advertising agency in the world devoted to the production of agricultural publicity is the Long-Critchfield Corporation, of Chicago. This agency has evolved a distinct style of agricultural advertising, and its work has had a wide influence. Frank E. Long, president of the company, was asked recently to tell something about the methods and principles followed in preparing copy that will convince the farmer.

"A good many advertisers seem to think that agricultural advertising includes only such publicity as goes into farm papers, exploiting things like incubators, fertilizers, farm implements, live stock and so forth," was Mr. Long's reply. "But we regard the term as including the advertising of anything used by the 60,000,000 people in this country who live on farms, in small towns and in

suburban districts. One of the best mediums for certain kinds of agricultural advertising is not a farm paper at all, but a general magazine—the *Saturday Evening Post*.

"An advertisement, to impress the farmer, should be a straightforward business proposition with a farm flavor. It must be business-like because the farmer, more than any other member of the general public, has reason to be suspicious of advertising—because he buys many of his necessities and luxuries at a distance, and judges by the ad instead of the goods themselves. It should have a farm flavor because that demonstrates that the advertiser is practical and knows what he is talking about.

"Every advertisement intended for the farmer or the dweller in a small town should be written not only to convince of itself, but to hold its own with every other advertisement of that particular commodity with which it is likely to be compared. The farmer seldom buys until he has thoroughly posted himself on whatever he intends purchasing—a stove, a reaper, an incubator or a windmill. He can't go to town and see a half-dozen different makes of these things side by side, so he studies them in the ads and later in the advertisers' catalogues. He never buys on impulse, like a woman in a department store, but usually writes for the literature of every advertiser in the papers he takes. We have learned by handling a large volume of agricultural advertising along competitive lines that the catalogue ultimately makes the sale. It may not be the largest or most costly catalogue. Price may make some sales, but not the largest proportion in prosperous times like the present. Reliability means more to the farmer than anything else. He wants to be sure that the machine he buys will stand up and do the work, and last from year to year.

"The farm flavor in farm copy is secured sometimes by pictures, and again by farm expressions. Both of these must be true to de-

tail and life. In pictures there is danger of caricaturing the farmer, even unintentionally. Where illustrations of live stock, farm work and farm scenes are employed, there is also the danger

plowing can be wrong in many ways that would never occur to a city man. If the picture of a Jersey cow is used, it must be a true type of the Jersey—a prize-winner, if possible. To head a



MR. FRANK E. LONG.

that they will not be true to detail. Country people have the sharpest eyes for little matters in advertising pictures, and detect the slightest detail that is untrue. An illustration showing a man

cream separator ad with pictures of beef cattle would probably seem all right to the advertiser who does not know farm life, but the 'beef critter,' shaped like a square block with four pegs to

hold it up, is very different from the typical milk cow, which is wedge-like in form, with small head and wide hind-quarters. We have built up an art department with a specialist for each department of farm life. We have an artist who knows farm machinery, another on fowls, another on horses, and so forth. Our live stock artist, for example, will make cattle pictures on which a judge of live stock would score 100 points.

"The farmer usually reads advertising for a reason. Copy must be sincere, clean, free from all useless verbiage, slang and trade expressions. It should also be free from weak humor, for country people are serious-minded. The farm flavor is more safely got with pictures than by attempts at farm expressions, but in writing of almost any commodity one must be able to handle the terms associated with it. A stock food ad must talk in the stock feeder's own language. Above all things, it is necessary to know the difficulties and drawbacks of the commodity, and to be able to meet them with convincing arguments. Labor-saving is a leading issue in farm copy, and where the commodity saves work or time, that is often the point to be brought out strongest. But some things, such as green bone-cutters, do not save labor, and with these the issue must be shifted to better results from poultry. Quality is an argument more effective with farmers than those outside the agricultural advertising field suppose. When Mr. Thompson of the Kalamazoo Stove Company, proposed to sell farmers' stoves at prices twenty to thirty per cent higher than those offered by the leading mail-order houses, he was pretty generally laughed at. Yet, although the mail-order houses' advertising exceeds Mr. Thompson's, both in volume and fulness of description, he has built up on quality arguments alone a business that will this year aggregate more than \$1,000,000. This is his fourth year.

"There is a tendency to use larger spaces in farm papers, and

in competitive advertising the attempt is often made to overshadow rivals with large space. But big ads are valuable more for the opportunity they give to tell a fuller story than for mere impressiveness of size. The fact that readers send for all the catalogues gives even the little advertiser better returns in farm papers than in general mediums. While the catalogue makes the sale, much good money has been wasted in mailing literature direct to country people. Shortly after the rural free delivery was established it became easy to secure the names of farmers from route carriers, and the rural districts were flooded with catalogues, booklets, folders and similar matter. Advertisers early in this field got results, but later a great deal of money was squandered. The farmer has no waste-basket, but he has a wood-box. Mailing literature broadcast can never produce the returns per hundred pieces sent out that comes from creating inquiries through the farm press, for with the latter every catalogue goes to somebody who is interested.

"Farmers have a great regard for clean advertising. In our monthly magazine, *Agricultural Advertising*, we recently offered prizes to farmers to write on advertising from the farmer's standpoint. Some interesting papers were received among a total of ninety-four, and a number of valuable points brought out. Thirty-eight writers objected to quack medical advertising in the farm papers, twenty-seven to whiskey and liquor advertising, twenty-five to guessing contests and easy puzzles, twenty-one to get-rich-quick advertising, eleven to 'free' offers, nine to tobacco and opiates, nine to immoral literature, eight to hypnotism and fortune-telling, seven to cheap jewelry. Among the things named that ought to be advertised in farm papers thirty-five named schools and colleges, twenty-five good books and reading matter, sixteen music and musical instruments, nine farm lands for sale and rent, three building plans,

three heating and lighting appliances, three excursions by railroads, 2 stocks and investments, two life insurance, two savings banks.

"When I entered this field fifteen years ago, after an experience as special representative in Chicago for certain farm papers, the farm press was unreliable as to advertising rates and circulation statements. There was no standard as to advertising columns, the editors were not in close touch with their readers, and the whole situation inspired little confidence. But all this has been changed. Rates and circulations are honest, typographical appearance has been wonderfully improved, and the farm press covers every portion of the country and every special agricultural interest. There were only four or five incubator advertisers when I began, while now there are dozens, and this advertising has extended to the general magazines. As a class, the farm papers are not to be placed below any other class of mediums—magazines or dailies.

"Agricultural advertising extends into many other mediums. The *Saturday Evening Post* reaches hundreds of small towns, though not a distinctive farm population. While it would not be productive in advertising plows, harrows or things used only on a farm, it brings results for buggies, farm wagons and articles that can be used in town as well. This agency pays more per line per thousand circulation for advertising in *Country Life in America* than for space in any farm paper. The *Garden Magazine* has a wonderful field. I believe that all of the ten-cent magazines, like *McClure's*, *Munsey's*, *Everybody's*, etc., could be made fine mediums for reaching country people with proper circulation work. They are neglecting splendid opportunities to get circulation among the farmers. There is also room for better circulation work among the farm papers, for in every community a large proportion of the people take no farm paper. But the best

people do take them, and through this class of readers the advertiser in the agricultural press builds up a reputation and a cumulative effect by constant advertising far more surely than in the general magazines. Country people talk freely about what they buy and advise one another. Successful advertising to the farmer must take this factor into account—all side lines must be worked thoroughly for indirect business.

"The farm press comes first in a campaign to reach the farmer, but after the best agricultural papers have been used there are secondary mediums to be employed. Farm journals pay the Kalamazoo Stove Company best, for instance, while the *Saturday Evening Post* and *Collier's* are good followers. Incubator advertising starts with the poultry and farm papers, then goes into *McClure's*, the *Saturday Evening Post* and *Collier's* for second choice; and into the religious journals for a third. Some classes of goods cannot be advertised profitably in the farm press—for instance, refrigerators. Not every farmer has an ice-house, and where one has been built it is usually employed as a refrigerator too. The better class of books cannot be advertised in the farm press—take the *Century Dictionary* as an example. But a certain proportion of farmers buy both refrigerators and the *Century Dictionary*. This minority, I believe, takes the better magazines, and is reached by that route. The *Ladies' Home Journal* has an extensive small town circulation and also goes to the farms. Many farmers' wives make a practice of buying the *De-lineator* once or twice a year for dress hints.

"The mail-order papers do not carry any large quantity of strictly agricultural advertising. A certain undesirable class of advertising peculiar to this field has kept farm advertisers out, I believe. But in fairness to these publications it must be stated that there have been perceptible improvements in the past two years. Publications like the *Woman's*

Magazine and *Woman's Farm Journal* are good on strictly farm propositions.

Most of the farm papers are either sectional in circulation or have a thinly scattered national circulation along some special line, such as poultry or fruit growing. But there are a few agricultural journals of genuine national circulation. *Farm and Home*, *Farm Journal*, *Farm and Fireside*, *Woman's Farm Journal*, *Orange Judd weeklies* and *Green's Fruit Grower* make up a general list of farm circulation approximating two and a half million subscribers. A general advertiser would cover the country thinly with these, and could get more circulation by adding the poultry papers. The South is a coming field in agricultural advertising. While it has not as many farm papers as the North and West, there is still a good representation in such papers as *Home and Farm*, Louisville; *Southern Cultivator*, Atlanta; *Farm and Ranch*, Dallas; *Southern Ruralist*, Atlanta; the weekly *Constitution*, Atlanta; *Southern Planter*, Richmond; *Inland Farmer*, Louisville; *Southern Agriculturist*, Nashville and *Farmer's Home Journal*, Louisville. Lots of Northern settlers are flocking to Virginia, the Carolinas and Georgia, and the South is being developed wonderfully. It is a time for the advertiser who wishes to reach the farmer to lay down the foundations of a great trade with the Southern States."

A SERIES of folders from E. C. Van Valkenburgh, 6356 Union avenue, Chicago, is sent to managers of electric railways, the object being to interest them in advertising for increased passenger traffic, in which branch of advertising Mr. Van Valkenburgh is a specialist.

Lincoln Freie Presse

GERMAN WEEKLY,

LINCOLN, NEB.

Takes the place of 280 County weeklies at 1-10 the cost. Great saving in bookkeeping, postage and electros. Rate, 35 cents.

Actual average circulation 152,062.

THE GREATEST GAIN IN CHICAGO.

In the month of April, 1905, display advertising in THE CHICAGO RECORD-HERALD showed a gain over 1904 of

198 Columns and 169 Lines.

By far the greatest gain shown by any Chicago morning paper. The Chicago Daily News said on January 20, 1905, following a detailed report of its own circulation:

"With the single exception of The Chicago Record Herald, no other Chicago newspaper makes a complete detailed publication of the actual sales of all its editions.

Circulation of THE CHICAGO RECORD-HERALD for JANUARY, FEBRUARY, MARCH and APRIL, 1905:

Daily Average, 148,928

Sunday Average, 203,501

Careful advertisers want facts not claims. They get the facts from THE RECORD-HERALD.

The Toronto Field

cannot be covered as it should be—thoroughly, effectively and with a due regard to cost, without using

THE STAR.

**Guaranteed Circulation,
40,000.**

Advertisers, local and general, recognize that the STAR is not an experiment—its rates are fair—consistent with "known" circulation, and results always satisfactory.

Rates and all information furnished on application.

THE STAR,

TORONTO,

CANADA.

A Roll of Honor

(THIRD YEAR.)

No amount of money can buy a place in this list for a paper not having the requisite qualification.

Advertisements under this caption are accepted from publishers who, according to the 1905 issue of Rowell's American Newspaper Directory, have submitted for that edition of the Directory a detailed circulation statement, duly signed and dated, also from publishers who for some reason failed to obtain a figure rating in the 1905 Directory, but have since supplied a detailed circulation statement as described above, covering a period of twelve months prior to the date of making the statement, such statement being available for use in the 1906 issue of the American Newspaper Directory. Circulation figures in the ROLL OF HONOR of the last named character are marked with an (*).

These are generally regarded the publishers who believe that an advertiser has a right to know what he pays his hard cash for.

Announcements under this classification, if entitled as above, cost 20 cents per line (two lines are the smallest advertisement taken) under a YEARLY contract, \$20.80 for a full year, 10 per cent discount if paid wholly in advance. Weekly, monthly or quarterly corrections to date showing increase of circulation can be made, provided the publisher sends a statement in detail, properly signed and dated, covering the additional period, in accordance with the rules of the American Newspaper Directory.

ALABAMA.

Athens, Limestone Democrat. weekly. R. H. Walker, pub. *Actual aver. first 3 mos. 1905, 1,032.*

ARIZONA.

Phoenix, Republican. *Daily average for 1904, 6,589. Chas. T. Logan Special Agency, N. Y.*

ARKANSAS.

Fert Smith, Times, daily. *In 1903 no issue less than 2,750. Actual average for October, November and December, 1904, 5,646.*

CALIFORNIA.

Fresno, Evening Democrat. *Average, 1904, 4,070; April, 1905, 5,195. Williams & Lawrence, N. Y. & Chicago.*

Mountain View, Signs of the Times. *Actual weekly average for 1904, 27,108.*

San Francisco, Call, d'y and S'y. J. D. Spreckels. *Actual daily average for year ending Dec., 1904, 62,282; Sunday, 87,947.*

San Jose, Morning Mercury and Evening Herald. *Average 1904, 10,573.*

San Jose, Town and Country Journal, mo. W. G. Bohannon Co.. *Average 1904, 9,125. May, 1905, 20,000.*

COLORADO.

Denver, Clay's Review; weekly; Perry A. Clay. *Actual average for 1904, 10,926.*

Denver, Post, daily. Post Printing and Publishing Co. *Average for 1904, 44,577. Average for May, 1905, 46,242. Gain, 1,665.*

The absolute correctness of the latest circulation rating accorded the Denver Post is guaranteed by the publishers of the American Newspaper Directory, who will pay one hundred dollars to the first person who successfully controverts its accuracy.

CONNECTICUT.

Meriden, Morning Record and Republican. *daily average for 1904, 7,559.*

New Haven, Evening Register, daily. *Actual av. for 1904, 12,618; Sunday, 11,107.*

New London, Day, ev'g. *Aver. 1904, 5,855. First 3 mos. 1905, 6,055. E. Katz, Spec. Ad. Agt., N. Y.*

Norwalk, Evening Hour. *Daily average year ending Dec., 1904, 8,217. Apr'l circ., as certified by Am'n. Ass'n. Adv'rs, all returns deducted, 2,869.*

Norwich, Bulletin, morning. *Average for 1905, 4,988; for 1904, 5,550; Nov., 5,917.*

Waterbury, Republican. *dy. Aver. for 1904, 5,770. La Coste & Maxwell Spec. Agents, N. Y.*

DELAWARE.

Wilmington, Every Evening. *Average guaranteed circulation for 1904, 11,460.*

Wilmington, Morning News. *Only morning paper in State. Three mos. end. Dec., 1904, 10,073.*

DISTRICT OF COLUMBIA.

Washington, Evening Star, daily and Sunday. *Daily average for 1904, 55,502 (©©).*

GEORGIA.

Atlanta, Journal, dy. *Av. 1904, 45,633. May, 1905, 46,544. Sy. 46,820. Semi-weekly 55,028.*

Atlanta, News. *Actual daily average 1904, 24,280. S. C. Beckwith, Sp. Ag., N. Y. & Chi.*

Augusta, Chronicle. *Only morning paper. 1904 average, daily 5,661; Sunday 7,480.*

Nashville, Herald. *Average for March, April and May, 1,875. Richest county in So. Georgia.*

IDAHO.

Boise, Evening Capital News. *Daily average 1904, 3,296; average February, 1905, 4,580. Actual circulation March 1, 1905, 4,815.*

ILLINOIS.

Bunker Hill, Gazette-News, weekly. *Average first 3 mos. 1905, 1,651. All home print.*

Calro, Bulletin. *Daily and Sunday average 1904, 1,945. April, 1905, 2,220.*

Calro, Citizen. *Daily Average 1904, 1,196. weekly, 1,127.*

Champaign, News. *First 3 mos. 1905, no issue of daily less than 2,800; weekly, 5,800.*

Chicago, Bakers' Helper, monthly (\$2.00). Bakers' Helper Co. *Average for 1904, 4,100 (©©)*

Chicago, Farmers' Voice and National Rural. *Actual average, 1904, 25,052.*

Chicago, Gregg Writer, monthly. Shorthand and Typewriting. *Actual average 1904, 15,750.*

Chicago, Inland Printer. *Actual average circulation for 1904, 18,812 (©©).*



Chicago, Record-Herald. Average 1904, daily 145,761. Sunday 159,400. Average first four mos. 1905, daily 148,928, Sunday 208,501.

★ GUARANTEE ★
The absolute correctness of the latest circulation rating accorded the Chicago Record-Herald is guaranteed by the publishers of Rowell's American Newspaper Directory, who will pay one hundred dollars to the first person who successfully controverts its accuracy.

Keweenaw, Star-Courier. Av. for 1904, daily 8,390, wy. 1,278. Daily, 1st 4 mos. '05, 2,802.

Peoria, Star, evenings and Sunday morning. Actual average for 1904, d'y 21,528, S'y 9,957.

INDIANA.

Evansville, Courier, daily and S. Courier Co., pub. Act. av. '03, 12,618 (244). Sworn av. '04, 12,684. Smith & Thompson, Sp. Rep., N.Y. & Chicago.

Indianapolis, Star. Av. net sales 1904 (all returns and unsold copies deducted), 88,274.

Marion, Leader, daily. W. B. Westlake, pub. Actual average for year 1904, 5,655.

Muncie, Star. Average net sales 1904 (all returns and unsold copies deducted), 28,781.

Notre Dame, The Ave Maria, Catholic weekly. Actual net average for 1904, 23,815.

Richmond, Sun-Telegram. Sworn av. 1904, dy. 5,761.

South Bend, Tribune. Sworn daily average 1904, 6,589. Sworn aver. for April, '05, 7,091.

Terre Haute, Star. Av. net sales 1904 (all returns and unsold copies deducted), 31,288.

INDIAN TERRITORY.

Ardmore, Ardmoreite, daily and weekly. Average for 1904, dy., 2,068; wy., 8,291.

IOWA.

Davenport, Democrat and Leader. Largest guar. city circ'n. Sworn aver. May, 1905, 7,890.

Davenport, Times. Daily aver. 1904, 9,395. Daily aver. May, 1905, 10,441. Cir. guar. greater than all other Davenport dailies combined.

Des Moines, Capital, daily. Lafayette Young publisher. Actual average sold 1904, 26,833. Present circulation over 39,000.

City circulation guaranteed largest in Des Moines. Carries more department store advertising than all other papers combined. Carries more advertising in six issues a week than any competitor in seven.

Des Moines, News, daily. Actual average for 1904, 42,620. B. D. Butler, N. Y. and Chicago.

Des Moines, Wallace's Farmer, wy. Est. 1879. Actual average for 1904, 36,811.

Muscatine, Journal. Daily av. 1904, 5,240, tri-weekly 5,089, daily, March, 1905, 5,452.

Ottumwa, Courier. Daily average for first 4 mos. 1905, 5,484. Tri-weekly average for first 4 mos. 1905, 8,028.

Sioux City, Journal, daily. Average for 1904, sworn, 31,784. Av. for April, 1905, 34,092. Prints most news and most foreign and local advertising. Read in 80 per cent of the homes in city.

Sioux City, Tribune, Evening. Net sworn daily, average 1904, 20,678; Mar., 1905, 23,702.

KANSAS.

Topeka, Western School Journal, educational monthly. Average for 1904, 7,808.

KENTUCKY.

Harrodsburg, Democrat. Best wy.; best sec. Ky.; best results to adv. Proven av. cir. 5,532.

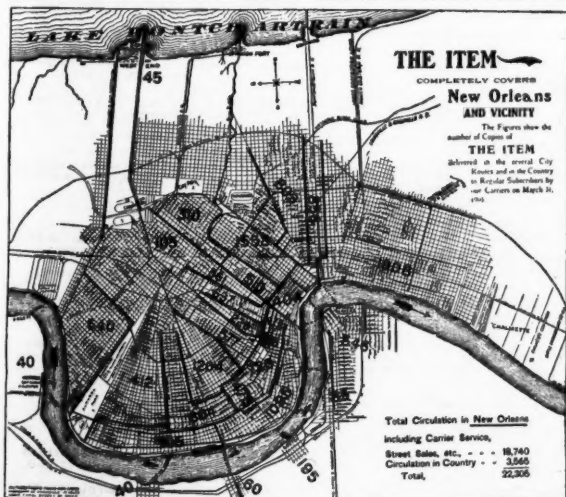
Paducah, News-Democrat. Daily net av. 1905, 2,904. Year ending Dec. 31, 1904, 3,005.

Paducah, The Sun. Average for April, 1905 5,626.

LOUISIANA.

New Orleans, Item, official journal of the city. Av. cir. first four months 1905, 22,127.

New Orleans, The Southern Buck, official organ of Ekdom in La. and Miss. Av. '04, 4,815.



MAINE.

Augusta. Comfort, mo. W. H. Gannett, pub. Actual average for 1904, 1,269,641.

Bangor. Commercial. Average for 1904, daily 8,991, weekly 28,857.

Dover. Piscataquis Observer. Actual weekly average 1904, 1,918.

Lewiston. Evening Journal, daily. Aver. for 1904, 7,524 (© ©). weekly 17,450 (© ©).

Phillips. Maine Woods and Woodsman, weekly. J. W. Brackett Co. Average for 1904, 8,180.

Portland. Evening Express. Average for 1904, daily 12,166. Sunday Telegram, 8,476.

MARYLAND.

Baltimore. News, daily. Evening News Publishing Company. Average 1904, 53,784. For May, 1905, 68,716.

The absolute correctness of the latest circulation rating accorded the News is guaranteed by the publishers of Rosell's American Newspaper Directory, who will pay one hundred dollars to the first person who successfully controverts its accuracy.

MASSACHUSETTS.

Boston. Evening Transcript (© ©) (418). Boston's tea table paper. Largest amount of week day adv.

Boston. Post. Average for 1903, daily, 178,808; for 1904, 211,221. Boston Sunday Post, average for 1903, 160,421; for 1904, 177,664. Largest daily circulation for 1904 in all New England, whether morning or evening, or morning and evening editions combined. Second largest Sunday circulation in New England. Daily rate, 20 cents per agate line, flat, run-off paper; Sunday rate, 18 cents per line. The best advertising propositions in New England.

Boston. Traveler. Est. 1824. Actual daily av. 1902, 75,552. In 1903, 76,606. For 1904, average daily circulation, 81,025 copies. Repr.: Smith & Thompson. N. Y. and Chicago.

Boston. Globe. Average for 1904, daily, 194,705. Sunday, 298,868. "Largest Circulation Daily of any two cent paper in the United States 100,000 more circulation than any other Sunday paper in New England." Advertisements go in morning and afternoon editions for one price.

EE The absolute correctness of the latest circulation rating accorded the Boston Globe is guaranteed by the publishers of the American Newspaper Directory, who will pay one hundred dollars to the first person who successfully controverts its accuracy.

Springfield. Good Housekeeping, mo. Average first 5 mos. 1905, 208,420. No issue less than 200,000. All advertisements guaranteed.

Worcester. Evening Post, daily. Worcester Post Co. Average for 1904, 12,617.

Worcester. L'Opinion Publique, daily (© ©). Paid average for 1904, 4,732.

MICHIGAN.

Grand Rapids. Evening Press dv. Average 1904, 44,807. Average 3 mos. 1905, 45,916.

Grand Rapids. Herald. Average daily issue last six months of 1904, 28,661. Only morning and only Sunday paper in its field. Grand Rapids (pop. 100,000) and Western Michigan (pop. 700,000).

Jackon. Press and Patriot. Actual daily average for 1904, 6,005. Av. May, 1905, 7,276.

Kalamazoo. Evening Telegraph. Last six mos. 1904, dy. 9,512, Dec. 10,086, s. w. 9,511.

Kalamazoo. Gazette, d'y. Fr. end'g May, '05, 10,508; May, 11,087. Largest circ'n by 4,500.

Saginaw. Courier-Herald, daily, Sunday. Average 1904, 10,388; May, 1905, 11,609.

Saginaw. Evening News, daily. Average for 1904, 14,816. May, 1905, 16,019.

Sault Ste. Marie. Evening News, daily. Average, 1904, 4,212. Only daily in the two Soos.

MINNESOTA.

Minneapolis. Svenska Amerikanska Posten. Swan J. Turnblad, pub. 1904, 52,068.

Minneapolis Tribune. W. J. Murphy, pub. Est. 1867. Oldest Minneapolis daily. 1904, daily average, 87,927; last quarter of 1904 was 92,222; Sunday 71,921. Daily average for April, 1905, was 92,528 net. Sunday, 78,528.

CIRCULATION The Evening Tribune is guaranteed to have a larger circulation than any other Minneapolis newspaper's evening edition. The carrier-delivery of the daily Tribune in Minneapolis is many thousands greater than that of any other newspaper. The city circulation alone exceeds 40,000 daily. The Tribune is the recognized **Walt Ad** paper of Minneapolis.

Minneapolis. Farmers' Tribune, twice a week. W. J. Murphy, pub. Aver. for 1904, 56,814.

Minneapolis. Farm, Stock and Home, semi-monthly. Actual average 1905, 78,554. Actual average 1904, 79,750.

The absolute accuracy of Farm, Stock & Home's circulation rating is guaranteed by the American Newspaper Directory. Circulation is practically double the purchasing classes of Minnesota, the Dakotas, Western Wisconsin and Northern Iowa. Use it to reach section most profitably.

Minneapolis. Journal, daily. Journal Printing Co. Aver. for 1903, 67,089; 1904, 64,838; first 4 mos. 1905, 67,444; May, 1905, 67,280.

The absolute accuracy of the Journal's circulation ratings is guaranteed by the American Newspaper Directory. It reaches a greater number of the purchasing classes and goes into more homes than any paper in its field. It brings results.

St. Paul. Dispatch, dv. Aver. 1904, 58,086. January, 1905, 59,531. **ST. PAUL'S LEADING NEWSPAPER.** W'y aver. 1904, 78,951.

St. Paul. News, daily. Actual average for 1904, 86,204. B. D. Butler, N. Y. and Chicago.

St. Paul. The Farmer, s. mo. Rate, 35c per line, with discounts. Circulation for year ending Dec., 1904, 88,487.

St. Paul. Volkszeitung. Actual average 1904, dy. 12,685, w'y. 28,687, Sonntagsblatt 28,610.

MISSISSIPPI.

Hattiesburg. Progress, ev'g. Av. d'y circ., w'y end'g Jan., 1905, 2,175. Pop. 14,000, and growing.

MISSOURI.

Clinton. Republican. W'y ar. last 6 mos. 1904, 5,340. D'y. est. Apr., '04; ar. last 6 mos. '04, 500.

Kansas City. Journal, d'y and w'y. Average for 1904, daily 64,114, weekly 199,590.

Kansas City. World, daily. Actual average for 1904, 61,478. B. D. Butler, N. Y. & Chicago.

St. Joseph. News and Press. Circ. (at 3 mos. 1905, 25,469. Smith & Thompson, East. Rep.

St. Louis. National Druggist, mo. Henry R. Strong, Editor and Publisher. Average for 1904, 8,080 (© ©). Eastern office, 59 Maiden Lane.

St. Louis. National Farmer and Stock Grower, monthly. Average for 1902, 68,588; average for 1903, 106,625; average for 1904, 104,750.

NEBRASKA.



Lincoln, Daily Star, evening and Sunday morning. *Actual daily average for 1904, 15,239. For March, 1905, 16,362. Only Nebraska paper that has the Guarantee Star.*

Lincoln, Deutsch-Amerikan Farmer, weekly. *Average year ending January, 1905, 146,867.*

Lincoln, Freie Press, weekly. *Actual average for year ending January, 1905, 149,281.*

Lincoln, Journal and News. *Daily average 1904, 26,888; February, 1905, average, 28,055.*

Omaha, Den Danske Pioneer, wy. Sophus F. Neble Pub. Co. *Average for 1904, 81,628.*

Omaha, News, daily. *Actual average for 1904, 41,759. B. D. Butler, New York and Chicago.*

NEW HAMPSHIRE.

Nashua, Telegraph, dy. and wy. *Daily average for 6 mos. ending April 30th, '05, 8,286.*

NEW JERSEY.

Camden, Daily Courier. Est. 1876. *Net average circulation for 4 mos. end. Dec. 31, 1904, 8,687.*

Jersey City, Evening Journal. *Average for 1904, 21,106. First 3 mos. 1905, 22,659.*

Newark, Evening News. Evening News Pub Co. *Av. for April, 1905, 61,544.*

NEW YORK.

Albany, Times-Union, every evening. Est. 1856. *Av. for '04, 50,487; Jan., Feb., & Mar., '05, 58,594.*

Batavia, News, evening. *Average 1903, 6,437. Average 1904, 6,752.*

Buffalo, Courier, morn. *Av. 1904, Sunday 79,882; daily 50,940; Enquirer, even., 52,702.*

Buffalo, Evening News. *Daily average 1904, 88,467; March, 1905, 96,794.*

Catskill, Recorder, weekly. Harry Hall, editor. *Av. yr. endg. May, '05, 5,718; May, 5,782.*

Cortland, Democrat, Fridays. Est. 1840. *Aver. 1904, 2,296. Only Dem. paper in county.*

Corning, Leader, evening. *Average, 1904, 6,288. First quarter 1905, 6,425.*

Glen Falls, Morning Star. *Average circulation, 1904, daily 2,292.*

Mount Vernon, Daily Argus. *Average 1904, 2,915. Westchester County's leading paper.*

Newburgh, News, daily. *Av. for 1904, 4,722. 5,000 more than all other Newburgh papers combined.*

New York City.

Army & Navy Journal. Est. 1863. *Actual weekly average for 52 issues, 1904, 9,571 (©©). Only Military paper awarded "Gold Marks."*

Baker's Review monthly. W. R. Gregory Co., publishers. *Actual average for 1904, 4,900.*

Bensinger's magazine, family monthly. Benziger Brothers, *Average for 1904, 57,025, present circulation, 50,000.*

Clipper, weekly (Theatrical). Frank Queen Pub. Co., Ltd. *Aver. for 1904, 25,662 (©©).*

El Comercio, mo. Spanish export. J. Shep and Clark Co. *Average for 1904, 7,292.*

Gaelic American, weekly. *Actual average for 1904, 8,179; 33 weeks in 1905, 25,150.*

Haberdsasher, mo. est. 1881. *Actual average for 1904, 7,000. Binders' affidavit and Post Office receipts distributed monthly to advertisers.*

Hardware Dealers' Magazine, monthly. *In 1904, average issue, 17,500 (© ©). D. T. MAILLET, Pub., 353 Broadway.*

Leslie's Weekly. *Actual aver. year end. Aug. 1904, 69,077. Pres. av. over 85,000 weekly.*

Leslie's Monthly Magazine, New York. *Average circulation for 1904, 248,946. Present average circulation: 500,169.*

Music Trade Review, music trade and art weekly. *Average for 1904, 5,509.*

National Provisioner, weekly. Packing houses, butchers, cotton seed oil, etc. *1904 av. circ. 6,801.*

The People's Home Journal, 525,166 monthly. *Good Literature, 452,958 monthly, average circulations for 1904—all to paid-in-advance subscribers. F. M. Lupton, publisher.*

Pocket List of Railroad Officials, gly. Railr'd & Transp. *Av. 1903, 17,992; 1904, 19,547.*

Printers' Ink, a journal for advertisers, published every Wednesday. Established 1888. Actual weekly average for 1903, 11,001. Actual weekly average for 1904, 14,918. Actual weekly average for nine months ending April 30, 16,262 copies.

The Wall Street Journal. Dow, Jones & Co., publishers. *Daily average 1904, 11,085.*

The World. *Actual aver. for 1904, Morn., 502,885, Evening, 579,785. Sunday, 488,494.*

Rochester, Case and Comment, mo. Law. *Av. for 1904, 30,000; 4 years' average, 30,108.*

Schenectady, Gazette, daily. A. N. Lacey. *Actual average for 1903, 11,625, 1904, 12,574.*

Syracuse, Evening Herald, daily. Herald Co., pub. *Aver. 1904, daily 55,648, Sunday 59,161.*

Utica, National Electrical Contractor, mo. *Average for 1904, 2,625.*

Utica, Press, daily. Otto A. Meyer, publisher. *Average for 1904, 14,879.*

NORTH CAROLINA.

Charlotte, Observer. *North Carolina's foremost newspaper. Actual daily average 1901, 6,148; Sunday, 8,408, semi-weekly, 4,496.*

Raleigh, Biblical Recorder, weekly. *Average 1903, 8,872. Average 1904, 9,756.*

NORTH DAKOTA.

Grand Forks, Herald, dy. av. for yr. end. Feb., '05, 6,096. *Will guar. 6,000 for yr. N. Dakota's BIGGEST DAILY. La Coste & Maxwell, N.Y. Rep.*

OHIO.

Akron, Beacon Journal. *Average year ending April, 1905, 10,215. N. Y. 525 Temple Court.*

Cleveland, Plain Dealer. Est. 1841. *Actual daily average 1904, 79,460; Sunday 68,198. May, 1905, 84,263 daily; Sunday, 75,705.*

Dayton, Herald, evening. Circ., 1904, 12,280. *Largest in Dayton, paid at full rates.*

Youngstown, Vindicator. D'y av. '04, 12,020. *La Coste & Maxwell, N.Y. & Chicago.*

Zanesville, Signal, daily, reaches S. E. Ohio. *Guarantees 5,000. Average for 1904, 5,170.*

Zanesville, Times-Recorder. *Sworn av. 1st 3 mos. 1905, 10,555. Guard'd double nearest competitor and 50% in excess combined competitors.*

OKLAHOMA.

Guthrie, Oklahoma Farmer, weekly. *Actual average 1904, 28,898.*

OREGON.

Portland. Evening Telegram, dy. (ex. Sun.)
Average circulation during 1904, 21,271.

Portland, Oregon Daily Journal. Actual average for May, 1905, 21,781; actual average during 1904, 16,204.

PENNSYLVANIA.

Chester. Times, ev'g d'y. Average 1904, 7,929.
N. Y. office, 220 B'way. F. H. Northrup, Mgr.

Harrisburg. Telegraph. Dy. sworn av., year end'g Apr., 11,424; Apr., 11,567. Best in H'b'g.

The Philadelphia BULLETIN'S Circulation.

The following statement shows the actual circulation of THE BULLETIN for each day in the month of May, 1906:

1	222,351	17	216,660
2	220,565	18	218,086
3	222,593	19	219,415
4	225,348	20	221,348
5	226,712	21	Sunday
6	226,726	22	219,333
7	Sunday	23	231,445
8	223,206	24	233,135
9	219,245	25	230,475
10	218,563	26	229,722
11	223,624	27	229,780
12	224,263	28	Sunday
13	227,936	29	231,216
14	Sunday	30	167,068
15	221,628	31	231,783
16	216,366		

Total for 27 days, 6,009,640 copies.

NET AVERAGE FOR MAY,

222,579 copies per day

The BULLETIN'S circulation figures are net; all damaged, unsold, free and returned copies have been omitted.

WM. L. McLEAN, Publisher.

PHILADELPHIA, June 3d, 1906.
In Philadelphia nearly everybody reads the BULLETIN.

The Evening Telegraph

READ EVERYWHERE IN PHILADELPHIA.

MAY CIRCULATION

The following statement shows the actual circulation of THE EVENING TELEGRAPH for each day in the month of May, 1906:

1	163,856	17	163,131
2	164,425	18	162,290
3	163,348	19	160,445
4	165,810	20	166,629
5	163,606	21	Sunday
6	173,009	22	160,284
7	Sunday	23	170,962
8	167,094	24	168,193
9	164,087	25	171,107
10	163,453	26	167,975
11	192,802	27	168,503
12	170,150	28	Sunday
13	167,575	29	174,598
14	Sunday	30	130,442
15	162,737	31	167,396
16	162,635		

Total for 27 days 4,492,599 copies.

NET AVERAGE FOR MAY,

166,407 copies per day

BARCLAY H. WARBURTON, President
PHILADELPHIA, June 3, 1906.

Philadelphia. Confectioners' Journal, m'y. Av. 1904, 5,004; av. last 6 mos. 1905, 5,420 (©).

Philadelphia. German Daily Gazette. Av. circulation 1904, daily 49,082, Sunday 87,398. Sworn statement. Cir. books open.

Philadelphia. Press. Daily average year ending Dec. 31, 1904, 115,242 net copies sold.

Philadelphia. Farm Journal, monthly. F. H. Atkinson Company, publishers. Average for 1904, 595,880. Printers' Ink awarded the seventh Sugar Bowl to Farm Journal with this inscription:

"Awarded June 25th, 1905, by 'Printers' Ink,' 'The Little Schoolmaster' in the Art of 'Advertising to the Farm Journal.' After canvassing 'of merits extending over a 'period of half a year, this paper, among all 'those published in the United States, has been 'pronounced the one that best serves its purpose 'as an educator and counselor for the agriculturist, 'real population, and as an effective and economic medium for communicating with them 'through its advertising columns."

Philadelphia. Sunday School Times, weekly. Average for 1904, 92,518. Send for rates to The Religious Press Association, Philadelphia.

Philadelphia. The Grocery World. Actual average for 1904, 11,764.

Pittsburg. Labor World, w'y. Av. 1904, 22,618. Reaches best paid class of workmen in U.S.

Pottsville. Evening Chronicle. Official county organ. Daily average 1904, 6,757.

West Chester. Local News, daily. W. H. Hodgson. Average for 1904, 15,180.

Williamport. Grit. America's Greatest Weekly. Av. first 3 mos. 1905, 255,756. Smith & Thompson, Repts., New York and Chicago.

York. Dispatch, daily. Average for 1904, 8,974. Enters two-thirds of York homes.

RHODE ISLAND.

Pawtucket. Evening Times. Average for four months ending April 29th, 1905, 16,804.

Providence. Daily Journal. 17,290 (©). Sunday, 20,486 (©). Evening Bulletin 27,556 average 1904. Providence Journal Co. pub.

Westerly. Can. Geo. H. Utter, pub. Average 1904, 4,480. Only daily in So. Rhode Island.

SOUTH CAROLINA.

Charleston. Evening Post. Actual dy. aver. for first 3 months 1905 4,110. Apr. 4,458.

Columbia. State. Actual average for 1904, daily 8,164 copies. (©) per issue; semi-weekly 2,251, Sunday 9,417 (©). Act. aver. for first 4 months of 1905, daily 8,889; Sunday 10,422.

The absolute correctness of the latest circulation rating accorded the Columbia State is guaranteed by the publishers of the American Newspaper Directory, who will pay one hundred dollars to the first person who successfully controverts its accuracy.

TENNESSEE.

Chattanooga. Crabtree's Weekly Press. Average November and December, 47,044.

Knoxville. Journal and Tribune. Actual daily average for year ending January 31, 1905, 15,060 (3¢); weekly average for 1904, 14,518.

The absolute correctness of the latest circulation statement issued by the Daily Journal and Tribune is guaranteed by the publishers of the American Newspaper Directory, who will pay one hundred dollars to the first person who successfully controverts its accuracy.

Knoxville. Sentinel. Av. '04, 11,482. Led nearest competitor 11,000 in advertising, '04, 6 days vs. 7.



GUARANTEED



In Philadelphia the Evening Bulletin is the only newspaper which possesses the Guarantee Star, which signifies that the publishers of Rowell's American Newspaper Directory will pay one hundred dollars' forfeit to the first person who successfully controverts the accuracy of the Bulletin's statement, as given in the 1905 issue of the Directory.



Memphis. Commercial Appeal, daily, Sunday, weekly. Average 1904, daily 88,965. Sunday 47,002, weekly 86,549. (1903). Smith & Thompson, Representatives N. Y. & Chicago.

Nashville. Banner, daily. Aver. for year 1903 18,772; for 1904, 20,708. Only Nashville daily eligible to Roll of Honor.

TEXAS.

Denton. Record and Chronicle, Daily av. 1904, 816. Weekly av., 2,775. The daily and weekly reach nearly 80 per cent of the tax paying families of Denton county.

El Paso. Herald, Dy. av. 1904, 4,211; Dec., 1904, 4,485. Merchants' canvases showed Herald in 80 per cent of El Paso homes. Only El Paso daily paper eligible to Roll of Honor.

San Angelo. Standard, weekly. Average for 1904, 2,909.

VERMONT.

Barre. Times, daily. F. E. Langley. Aver. 1904, 8,161.

Burlington. Daily News, evening. Actual daily average 1904, 6,018; last 6 mos., 6,625; last 3 mos., 7,024; last month, 7,547.

Burlington. Free Press. Daily av. '03, 5,566, '04, 6,682. Largest city and State circulation. Examined by Assoc'n of American Advertisers.

VIRGINIA.

Norfolk. Dispatch, daily. Circulation, 1904, 9,400; Jan., 1905, 9,858; Feb., 10,643; March, 10,808.

Richmond. News Leader, afternoons. Actual daily average 1904, 28,575 (see American Newspaper Directory). It has no equal in pulling power between Washington and Atlanta.



Richmond. Times-Dispatch, morning.

Actual daily average year ending December, 1904, 20,172. High price circulation with no waste or duplication. In ninety per cent of Richmond homes. The State paper.

WASHINGTON.

Seattle. Times. Actual aver. circulation Oct., Nov. and Dec., 1904, 37,090 daily, 45,450 Sunday. By far largest daily and Sunday in State.

Tacoma. News. Daily average 5 months ending May 31, 16,527. Saturday issue, 17,495.

Tacoma. Ledger. Dy. av. 1904, 14,544; Sep., 18,475; wky., 8,524. Aver. 4 mos. ending Jan. 31, 1905, Daily, 14,696; Sunday, 19,518.

WEST VIRGINIA.

Parkersburg. Sentinel, daily. R. E. Horner, pub. Average for 1904, 2,529 (1903).

Wheeling. News. Daily paid circ., 11,517 (*). Sunday paid circ., 11,958 (*). For 12 months up to April 1, 1905. Guaranteed a paid circulation equal to any other two Wheeling papers combined.

WISCONSIN.

Milwaukee. Evening Wisconsin, d'y. Av. 1904, 26,301; April, 1905, 27,175 (©©).

Milwaukee. Journal, daily. Journal Co., pub. Yr. end. May, 1905, 57,461. May, 1905, 40,752.

Oshkosh. Northwestern, daily. Average for 1904, 7,251. December, 1904, 7,426.

Wisconsin Agriculturalist. Racine, Wis., Weekly. Estab. 1877. The only Wisconsin paper whose circulation is guaranteed by the American Newspaper Directory. Actual average for 1905, 25,181; for 1904, 27,254; for year ended March 30, 1905, 28,960. N. Y. Office, Temple Court. W. C. Richardson, Mgr.

WYOMING.

Cheyenne. Tribune. Actual daily average for 1904, 5,986.

BRITISH COLUMBIA.

Vancouver. Province, daily. W. C. Nichol, publisher. Average for 1904, 7,426; average for May, 1905, 5,942.

Victoria. Colonist, daily. Colonist P. & P Co. Aver. for 1905, 8,695; for 1904, 4,856 (*).

MANITOBA. CAN.

Winnipeg. Free Press, daily and weekly. Average for 1904, daily, 25,698; weekly, 15,801. Daily, May, 1905, 29,274.

Winnipeg. Der Nordwesten, Western Canada's German newspaper, covers the German speaking population of over 150,000—its exclusive field. Average for 1904, 11,892; average for 12 months ending April 30, 1905, 12,324.

NEW BRUNSWICK, CAN.

St. John. Star. Actual daily average for October, November, December, 1904, 6,091.

NOVA SCOTIA, CAN.

Halifax. Herald (©©) and Evening Mail. Circulation, 1904, 15,688. Flat rate.

ONTARIO. CAN.

Toronto. Canadian Implement and Vehicle Trade, monthly. Average for 1904, 6,000.

Toronto. Evening Telegram. Daily, aver. 1904, 31,884. Perry Lukens, Jr., N.Y. Repr.

Toronto. Star, daily. Sworn average circulation for March 1905, 59,021. Largest circulation of any evening paper published in Ontario.

Toronto. The News. Sworn average daily circulation for May, 1905, 59,229. Advertising rate 35c. Flat, run of paper. The largest circulation of any evening paper published in Ontario.

QUEBEC, CAN.

Montreal. Herald, daily. Est. 1808. Actual aver. daily 1904, 22,850; weekly, 18,886.

Montreal. Journal of Agriculture and Horticulture. Semi-monthly. Average 1904, 61,457.

Montreal. La Presse. La Presse Pub. Co., Ltd., publishers. Actual average 1904, daily, 30,259; Av. Mar., '05, 25,826. Sat., 118,892.

Montreal. Le Canada. Actual average 1904—daily, 19,287; weekly, 18,757.

Montreal. Star, d'y. & w'y. Graham & Co. Av. for '03, d'y. 55,127, w'y. 122,269. Av. for 1904, d'y. 56,795, w'y. 125,240.

Sherbrooke. Daily Record. Guaranteed av., 1904, 4,917; May, 1905, 5,801.

Any publication to which Rowell's American Newspaper Directory for 1905 accords the Gold-Marks may use display space under the heading, "GOLD-MARK PAPERS." It may use an inch, a quarter page, a half page or a whole page. It will be observed that by doing so a publisher may secure a special position at the ordinary price: \$40 a page, \$20 a half page, \$10 a quarter page, \$3 an inch, twenty cents a line. The special position is created from the fact that no paper will be given space under the Gold-Mark heading unless it is accorded the Gold-Marks in the 1905 Directory.

(◎◎) GOLD MARK PAPERS (◎◎)

(◎◎) Advertisers value these papers more for the class and quality of their circulation than for the mere number of copies printed. Among the old chemists gold was symbolically represented by the sign ◎.—Webster's Dictionary.

Out of a grand total of 23,146 publications listed in the 1905 issue of Rowell's American Newspaper Directory, one hundred and twelve are distinguished from all the others by the so-called gold marks (◎◎), the meaning of which is explained above.

Announcements under this classification, from publications having the gold marks in the Directory, cost 20 cents per line per week, two lines (the smallest advertisement accepted) cost \$20.80 for a full year, 10 per cent discount, or \$18.72 per year spot cash, if paid wholly in advance.

WASHINGTON, D. C.

THE EVENING STAR (◎◎), Washington, D. C. Reaches 90% of the Washington homes.

GEORGIA.

ATLANTA CONSTITUTION. Act av. for 1904: Daily 28,888 (◎◎). S'y 42,819, W'y 107,925.

ILLINOIS.

CHICAGO GRAIN DEALERS' JOURNAL (◎◎). Largest circulation; best in point of quality.

TRIBUNE (◎◎). Only paper in Chicago receiving this mark, because TRIBUNE ads bring satisfactory results.

BAKERS' HELPER (◎◎), Chicago, only "Gold Mark" baking journal. Oldest, largest, best known. Subscribers in every State and Territory.

KENTUCKY.

LOUISVILLE COURIER-JOURNAL (◎◎). Best paper in city; read by best people.

MASSACHUSETTS.

BOSTON PILOT (◎◎), every Saturday. Roman Catholic. Patrick M. Donahoe, manager.

BOSTON EVENING TRANS-RIPT (◎◎), established 1839. The only gold mark daily in Boston.

BOSTON BOOT AND SHOE RECORDER (◎◎), world's greatest trade paper; circulation universal.

WORCESTER L'OPINION PUBLIQUE (◎◎) is the leading French daily of New England.

TEXTILE WORLD RECORD (◎◎), Boston, is the "bible" of the textile industry. Send for booklet, "The Textile Mill Trade."

MICHIGAN.

GRAND RAPIDS FURNITURE RECORD (◎◎). Only national paper in its field.

MINNESOTA.

THE NORTHWESTERN MILLER (◎◎), Minneapolis, Minn.; \$3 per year. Covers milling and flour trade all over the world. The only "Gold Mark" milling journal (◎◎).

NEW YORK.

BROOKLYN EAGLE (◎◎) is THE advertising medium of Brooklyn.

THE POST EXPRESS (◎◎), Rochester, N. Y. Best advertising medium in this section.

ARMY AND NAVY JOURNAL (◎◎). First in its class in circulation, influence and prestige.

ENGINEERING NEWS (◎◎).—Most reliable and ably edited.—Times, Chattanooga, Tenn.

E. News prints more transient ads than all other technical papers; 1½ & 3c. a word. Try it.

VOGUE (◎◎), the authority on fashions. Ten cents a copy; \$4 a year. 364 5th Ave., New York.

HARDWARE DEALERS' MAGAZINE. In 1904, average issue, 17,500 (◎◎).

D. T. MALLATT, Pub., 253 Broadway, N. Y.

NEW YORK HERALD (◎◎). Whoever mentions America's leading newspapers mentions the New York HERALD first.

ELECTRICAL WORLD AND ENGINEER (◎◎), established 1874; covers foreign and domestic electrical purchasers; largest weekly circulation.

BUFFALO COMMERCIAL (◎◎). Desirable because it always produces satisfactory results.

CENTURY MAGAZINE (◎◎). There are a few people in every community who know more than all the others. These people read the CENTURY MAGAZINE.

THE NEW YORK TIMES (◎◎) is one of the golden 12 newspapers in the United States. It bears "All the news that's fit to print" into over 100,000 homes within 25 miles of Times Square every morning, and it rigidly censors its advertising columns. It's a quantity of quality.

OHIO.

CINCINNATI ENQUIRER (◎◎). Great-influential—of world-wide fame. Best advertising medium in prosperous Middle West. Rates and information supplied by Beckwith, N. Y.-Chicago.

PENNSYLVANIA.

THE PUBLIC LEDGER (◎◎)—Independence Hall and PUBLIC LEDGER are Philadelphia's landmarks; the only paper allowed in thousands of Philadelphia homes. Circulation now larger than in 70 years. Advertisements April and May, 1905, GAINED 25,000 over same months 1904.

THE PITTSBURG (◎◎) DISPATCH (◎◎)

The newspaper that judicious advertisers always select first to cover the rich, productive, Pittsburgh field. Only two-cent morning paper assuring a prestige most profitable to advertisers. Largest home delivered circulation in Greater Pittsburgh.

SOUTH CAROLINA.

THE STATE (◎◎), Columbia, S. C., reaches every part of South Carolina.

VIRGINIA.

NORFOLK LANDMARK (◎◎) the recognized medium in its territory for investors and buyers. Holds certificate from the Association of American Advertisers of bona fide circulation. If you are interested, ask to see voluntary letters from advertisers who have gotten splendid results from LANDMARK.

WISCONSIN.

THE MILWAUKEE EVENING WISCONSIN (◎◎), one of the Golden Dozen Newspapers.

CANADA.

THE HALIFAX HERALD (◎◎) and the EVENING MAIL. Circulation exceeds 16,000, flat rate.

THE TORONTO GLOBE (◎◎)

25% larger circulation than any other morning paper in Canada. U. S. representatives, BRIGHT & VEREE, Tribune Bldg., N. Y.; Boyce Bldg., Chicago.

THE WANT-AD MEDIUMS

A Large Volume of Want Business is a Popular Vote for the Newspaper in Which It Appears.

Advertisements under this heading, from papers of the requisite grade and class, cost twenty cents per line per week. Under a YEARLY contract, two lines (the smallest advertisement accepted) cost \$20.80 for a full year, ten per cent discount, or \$18.72 spot cash, if paid wholly in advance.

COLORADO.

THE Denver Post, Sunday edition, June 11, 1906, contained 6,387 different classified ads, a total of 125 columns. The Post is the big Want medium of the Rocky Mountain region. The rate for Want advertising in the Post is 5c. per line each insertion, seven words to the line.

CONNECTICUT.

MERIDEN, Conn., RECORD covers field of 50,000 population; working people are skilled mechanics. Classified rate, cent a word a day, five cents a word a week. "Agents Wanted," etc. half cent a word a day.

DISTRICT OF COLUMBIA.

THE EVENING and SUNDAY STAR, Washington, D. C. (©), carries DOUBLE the number of Want Ads of any other paper. Rate 1c. a word.

ILLINOIS.

PEORIA (Ill.) JOURNAL reaches over 13,000 of the prosperous people of Central Illinois. Rate, one cent per word each issue.

"NEARLY everybody who reads the English language in, around or about Chicago, reads the DAILY NEWS," says the Post-office Review, and that's why the DAILY NEWS is Chicago's "want-ad" directory.

INDIANA.

THE Terre Haute STAR carries more Want ads than any other Terre Haute paper. Rate, one cent per word.

THE Indianapolis News during the year 1904 printed 125,307 more classified advertisements than all other dailies of Indianapolis combined, printing a total of 273,730 separate paid Want ads during that time.

THE Star League, composed of Indianapolis STAR, Muncie STAR and Terre Haute STAR; general office, Indianapolis. Rate in each, one cent per word; combined rate, two cents per word.

THE Indianapolis STAR is the Want ad medium of Indianapolis. It printed during the year of 1904 591,313 lines of Want ads. During the month of December the STAR printed 17,335 lines of classified financial advertising. This is 4.25 lines more than published by any other Indianapolis newspaper for the same period. The News in December, 1904, printed 13,060 lines; the Sentinel 4,516 lines, and the Sun 2,630 lines. The Indianapolis STAR accepts no classified advertising free. The rate is one cent per word.

THE MARION LEADER is recognized as the best result getter for want ads.

THE Muncie STAR is the recognized Want ad medium of Muncie. It prints four times as much classified advertising daily as all other Muncie dailies combined.

IOWA.

CASCADE PIONEER, Cascade, Iowa, carries more classified advertising than any other weekly in Iowa. For next three months only will make the following cut rate: 50-word adv. 13 times for \$1; 6 times for 50 cts.; cash with order.

THE Des Moines CAPITAL guarantees the largest circulation in the city of Des Moines of any daily newspaper. It is the want ad medium of Iowa. Rate, one cent a word. By the month, \$1 per line. It is published six evenings a week, Saturday the big day.

MAINE.

THE EVENING EXPRESS carries more Want ads than all other Portland dailies combined.

MARYLAND.

THE Baltimore News carries more Want Ads than any other Baltimore daily. It is the recognized Want Ad medium of Baltimore.

MASSACHUSETTS.

25 CENTS for 30 words, 5 days. DAILY ENTERPRISE, Brockton, Mass., carries solid page Want ads. Circulation exceeds 10,000.

THE BOSTON EVENING TRANSCRIPT is the great resort guide for New Englanders. They expect to find all good places listed in its advertising columns.

THE BOSTON TRAVELER publishes more Want advertising than any other exclusively evening paper in its field, and every advertisement is paid for at the established rates.

BOSTON GLOBE, daily and Sunday, in 1904, carried 141,363 more "Want" ads than any other Boston paper. It printed a total of 417,228 classified advertisements, and every one of them was paid for at the regular card rate, and there were no trades, deals or discounts.

MICHIGAN.

SAGINAW COURIER-HERALD (daily), only Sunday paper; result getter; circulation in excess of 11,500; 1c. word; 1/4c. subsequent.

MINNESOTA.

THE Minneapolis JOURNAL carried over 51 per cent more Want ads during May, 1905, than any other Minneapolis daily. No free Wants and no objectionable Wants. Circulation, 1903, 57,036; 1904, 64,333; first 4 months 1905, 67,445; May, 1905, 67,550.

THE MINNEAPOLIS TRIBUNE is the recognized Want ad medium of Minneapolis and has been for many years. It is the oldest Minneapolis daily and has over 92,000 subscribers, which is 25,000 each day over and above any other Minneapolis daily. Its evening edition alone has a larger circulation in Minneapolis, by many thousands, than any other evening paper. It publishes over 80 columns of Want advertisements every week at full price (average of two pages a day), no free ads; price covers both morning and evening issues. No other Minneapolis daily carries anywhere near the number of paid Want advertisements or the amount in volume.

THE ST. PAUL DISPATCH is the leading "Want" medium in the Northwest, read and relied upon by everybody in its city and territory; more paid circulation than the other St. Paul dailies combined; brings replies at smallest cost. Circulation 1904-56,036; now 59,501.

MISSOURI.

THE Joplin GLOBE carries more Want ads than all other papers in Southwest Missouri combined, because it gives results. One cent a word. Minimum, 15c.

THE Kansas City JOURNAL (every morning including Sunday), one of the recognized want ad mediums of the United States; 21 to 35 columns paid Wants Sunday; 7 to 10 columns daily. Rate, 1 cent a word.

MONTANA.

THE Anaconda STANDARD is Montana's great "Want Ad" medium; i.e. a word. Average circulation (1904), 11,339; Sunday, 13,756.

NEBRASKA.

LINCOLN JOURNAL AND NEWS, combined circulation over 37,000. Cent a word.

THE Lincoln DAILY STAR, the best "Want Ad" medium at Nebraska's capital. Guaranteed circulation exceeds 16,000 daily. Rates, 1 cent per word. Sunday Want ads receive extra insertion in Saturday afternoon edition if copy is received in time. **DAILY STAR**, Lincoln, Neb.

NEW JERSEY.

ELIZABETH DAILY JOURNAL covers population of 96,000. Largest circulation. Brings results. Only "Want" medium. Cent a word.

NEW YORK.

THE Post-Express is the best afternoon Want ad medium in Rochester.

ALBANY EVENING JOURNAL, Eastern N. Y.'s best paper for Wants and classified ads.

DAILY ARGUS, Mount Vernon, N. Y. Greatest Want ad medium in Westchester County.

IN Binghamton the **LEADER** carries largest patronage; hence pays best. **BECKWITH**, N. Y.

BUFFALO NEWS with over 37,000 circulation, is the only Want Medium in Buffalo and the strongest Want Medium in the State, outside of New York City.

THE TIMES-UNION, of Albany, New York. Better medium for wants and other classified matter than any other paper in Albany, and guarantees a circulation greater than all other daily papers in that city.

PRINTERS' INK, published weekly. The recognized and leading Want ad medium for want ad mediums, mail order articles, advertising novelties, printing, typewritten circulars, rubber stamps, office devices, adwriting, half-tone making, and practically anything which interests and appeals to advertisers and business men. Classified advertisements, 30 cents a line per issue flat; six words to a line. Sample copies, ten cents.

OHIO.

IN Zanesville the **TIMES-RECORDER** prints twice as many Want Ads as all the other papers.

THE Zanesville SIGNAL reaches 64 towns in S. E. Ohio, also 68 rural routes; 3/4c. a word net.

YOUNGSTOWN VINDICATOR—Leading "Want" medium. 1c. per word. Largest circulation

THE MANFELD NEWS publishes daily more Want ads than any other 30,000 population newspaper; 20 words or less 3 consecutive times or less, 35c.; one cent per each additional word.

OKLAHOMA.

THE OKLAHOMAN, Okla. City, 11,000. Publishes more Wants than any four Okla. competitors.

PENNSYLVANIA.

THE Chester, Pa., TIMES carries from two to five times more classified ads than any other paper.

PHILADELPHIA:

THE EVENING BULLETIN.

Net paid daily average circulation for May:

222,570 copies per day.

"In Philadelphia nearly everybody reads 'The Bulletin.'"

(See Roll of Honor.)

SOUTH CAROLINA.

THE Columbia STATE (20c) carries more Want ads than any other S. C. newspaper.

VERMONT.

THE Burlington DAILY NEWS is the popular paper and the Want medium of the city. Reaches twice as many people as any other and carries more Want ads. Absolutely necessary to any advertiser in Burlington territory.

VIRGINIA.

THE NEWS LEADER, published every afternoon except Sunday, Richmond, Va. Largest circulation by long odds (28,575 aver. 1 year) and the recognized want advertisement medium in Virginia. Classified advts., one cent a word per insertion, cash in advance; no advertisement counted as less than 25 words; no display.

WISCONSIN.

NO paper of its class carries as many Want ads as the **EVENING TELEGRAM**, of Superior, Wisconsin.

JANESVILLE GAZETTE, daily and weekly, reaches 6,500 subscribers in the million dollar Wisconsin tobacco belt, the richest section of the Northwest. Rates; Want Ads—daily, 3 lines 3 times, 25c.; weekly, 5c. line. Big results from little talk.

CANADA.

THE Halifax HERALD (20c) and the **MAIL**—Nova Scotia's recognized Want ad mediums.

LA PRESSE, Montreal. Largest daily circulation in Canada without exception. (Daily 95,835, Saturdays 113,892—sworn to.) Carries more want ads than any French newspaper in the world.

THE DAILY TELEGRAPH, St. John, N. B., is the want ad medium of the maritime provinces. Largest circulation and most up-to-date paper of Eastern Canada. Want ads one cent a word. Minimum charge 25 cents.

THE Toronto DAILY STAR is necessary to any advertiser who wants to cover the Toronto field. Carries more general advertising than any other Toronto paper. Sworn daily average circulation, March, 1905, 39,021.

A PARTICULAR feature of the Toronto **EVENING TELEGRAM**'s classified advertisements is that they are all true to their headings; there are no fake, improper or doubtful advertisements accepted. This gives the public perfect confidence in them, and next to the large circulation is perhaps the greatest reason why they bring such splendid results to the advertisers.

THE Montreal DAILY STAR carries more Want advertisements than all other Montreal dailies combined. The **FAMILY HERALD** and **WEEKLY STAR** carries more Want advertisements than any other weekly paper in Canada.

THE Winnipeg FREE PRESS carries more "Want" advertisements than any other daily paper in Canada and more advertisements of this nature than are contained in all the other daily papers published in the Canadian Northwest combined. Moreover, the **FREE PRESS** carries a larger volume of general advertising than any other daily paper in the Dominion.

BRITISH COLUMBIA.

VICTORIA COLONIST. Oldest established paper (1857). Covers entire Province. Greatest Want Ad medium on the Canadian Pacific Coast.

to the Publishers of Newspapers and Magazines.

...y, called the Little Schoolmaster in the Art of Advertising,
...ng, for seventeen years it has been at work in elevating
...d organized industry, and the place which the paper has
...t advertisers all over the world has been won by honest,
...t has created business for you and is creating business for
...s the only weekly advertising journal that is absolutely
...from all the suspicion that attaches to an advertising journal
...ncy. PRINTERS' INK is the most economical and the most
...merican advertiser and the American publisher. It covers
...s and no favoritism. The man who has a two-line classified
...who makes a yearly contract. There are no exchange deals of
...id for in actual cash, and no man has ever offered money
...very word that appears as reading matter is inserted without

...magazine of character, one that has a story worth telling
...no more effective medium than PRINTERS' INK. It deserves
...on a basis of merit and nothing else. While spasmodic
...ant with results, it is a fact that no good proposition was
...without bringing satisfactory returns. Not every publisher
...her it is necessary. A half or a quarter page, or even an
...a new story every time, may be just what is required in some
...they need informing.

...a special cash subscription rate to PRINTERS' INK for the
...ber of local advertisers or business people, who ought to be
...correspond with me on the subject.

...ger To Printers' Ink Publishing Co., 10 Spruce St., New York.

PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

THE PRINTERS' INK PUBLISHING
COMPANY, Publishers.

ISSUED every Wednesday. Subscription price, two dollars a year, one dollar for six months, in advance. On receipt of five dollars four paid subscriptions, sent in at one time, will be put down for one year each and a larger number at the same rate. Five cents a copy. Three dollars a hundred. Being printed from stereotype plates it is always possible to supply back numbers, if wanted in lots of 500 or more, but in all such cases the charge will be five dollars a hundred.

ADVERTISING RATES.

Advertisements 20 cents a line, pearl measure, 15 lines to the inch (\$3); 200 lines to the page (\$40). For specified position selected by the advertisers, if granted, double price is demanded.

On time contracts the last copy is repeated when new copy fails to come to hand one week in advance of day of publication.

Contracts by the month, quarter or year, may be discontinued at the pleasure of the advertiser, and space used paid for *pro rata*.

Two lines smallest advertisement taken. Six words make a line.

Everything appearing as reading matter is inserted free.

All advertisements must be handed in one week in advance.

Advertisers to the amount of \$10 are entitled to a free subscription for one year, if demanded.

CHARLES J. ZINGG,
Editor and Manager.

OFFICES: NO. 10 SPRUCE ST.
London Agent, F. W. Sears, 50-52 Ludgate Hill, E.C.

NEW YORK, JUNE 21, 1905.

PRINTERS' INK is absolutely an independent journal, connected in no way whatever with any advertising agency, selling its advertising space only for cash, and standing entirely upon its merits as a news medium for advertisers and an educative force in the advertising field.

WILLIAM ZIEGLER.

When William Ziegler, founder of the Royal Baking Powder Co., died recently, there passed away one of the most remarkable figures in American advertising annals. Advertising not only made the fortune of \$30,000,000 which, it is said, he left behind, but for years the annual appropriation spent by the company he directed was in excess of \$750,000, and probably no single enterprise in the world has ever invested so much money in advertising space.

* * *

William Ziegler was born in 1843 in a small Pennsylvania town, became a printer's apprentice at

thirteen, then a drug clerk, and finally earned enough to take a course in a business college, which was finished at twenty. Interesting himself in bakers' supplies, he began business on his own account in 1868. This says the *Brooklyn Eagle*, was when the value of quick-rising baking powders was just becoming known. It required hours to prepare bread from yeast, and Ziegler experimented in search of a harmless substitute. The result was a baking powder that he set out to introduce into the American household. Too poor at first to advertise, but confident of the value of his discovery, he traveled from house to house demonstrating his powder, selling it, giving it away, even making biscuits with his own hands and staying to eat them to prove the product's harmlessness. In after years he was proud of this "pack peddler" period, as he called it. In a year he had made fine headway. Then two other ambitious young men, the Hoagland brothers, helped him form a pool. Ziegler had little money, but was in possession of the recipe for "the best baking powder in the world" and a long list of regular customers.

* * *

The Hoaglands, with Ziegler, organized the Royal Baking Powder Co. in the early eighties, the latter being treasurer. The business grew enormously in the first few years, for the product was advertised and the supply could hardly be kept up to the demand. Then a score or more rival brands appeared, each advertised to be "just as good as Royal" and a good deal cheaper. Then began the long fight between the cream of tartar and alum people, and the heavy expenditures of the Royal Co. at that time made its brand the standard of purity and desirability. Whether alum is or is not harmful seems a question on which chemists are not agreed. But cream of tartar became the standard of purity through the Royal advertising. A split finally occurred between Mr. Ziegler and the Hoaglands on the question of

salaries, and the latter purchased his share in the corporation for \$1,000,000. Then the founder of Royal went West, purchased the Dr. Price Baking Powder Co., and soon made that brand a dangerous competitor. After a number of years the Royal, Price and Cleveland interests were merged to form what is now popularly known as the "baking powder trust." At the time of his death Mr. Ziegler owned a controlling interest in this corporation.

* * *

It is a conservative estimate to say that upon Royal Baking Powder has been spent between \$10,000,000 and \$15,000,000 in advertising in twenty years. Mr. Ziegler is reported to have said at one time that the company might save a half million dollars by stopping all its advertising twelve months, but that if this were done it would probably cost \$1,000,000 to \$1,500,000 to regain the lost momentum. Royal advertising has always been conspicuous for its use of newspapers and magazines, and while for years the copy employed never departed from the stereotyped ad with the can and hand, familiar to everyone, its distribution was such as to cover every class of reading matter in the country. Placed direct, the files of papers in the Royal Baking Powder Company's advertising department, constituted one of the most complete collections of periodicals to be found anywhere in the United States.

* * *

For nearly twenty years before his death Mr. Ziegler was interested in certain broad public measures. When an attempt was made by corrupt politicians to control the water supply of Brooklyn and no one seemed powerful enough to prevent them, he took the part of the city and saved not only its water rights, but several millions of dollars. At one time the nomination as Mayor of Brooklyn was offered him, but he declined, never having a love of politics. About 1897 he became interested in the subject of Polar exploration and fitted up

the expedition identified with his name under command of Evelyn B. Baldwin. This was a failure through incompetence of the leader, but a second party is now in the Arctic zone. Some time ago Mr. Ziegler was indicted in Missouri on a charge of having furnished money to further the passage of a bill in the interests of his business in that State. The matter was widely taken up, and a history of the case given in *McClure's* among the corruption articles published by that magazine. The whole case was traced to enmity on the part of Baldwin, the deposed leader of the first Arctic expedition, however, and when a hearing was held before the Governor of New York State, on the motion for extradition papers that would deliver Mr. Ziegler to the Missouri authorities, he was fully cleared. The lack of evidence in the case was the subject of much caustic comment by the Attorney-General of New York.

THE complete progress of a piece of iron ore from the ground to a place as part of a tin roof is described and illustrated in an excellent little volume entitled "From Underfoot to Overhead," from the American Sheet & Tin Plate Company, Pittsburg. Many tables of weight, area, wind pressure, etc., are given.

A HINDOO ADVERTISING AGENCY.

The following advertisement in the *Scientific American* seems to indicate that the oddest advertising agency in the world is in Delhi, India:

A BUSINESS CARD.

Important to English, American & Continental Manufacturers and Traders.

W. G. Chapman, Chandni Chowk, Delhi, India, General Import & Export Commission Agent, Dealer & Expert in Indian Silk Phulkaris, etc.

Vernacular Advertisement Contractor; advertisements of all kinds expertly written and printed, or designed, in any Indian dialect, notably the universal Urdu-Persian, and Hindi vernaculars, also in Punjabi-Gurmukhi and Pushtu (for Punjab, North-West Frontier, Afghanistan and Baluchistan.)

FROM January to June, 1905, *Everybody's Magazine* ran but one page of advertising less than during the first six months of 1904.

AFTER you have gained the confidence of the public, you have an easy claim to its purse-strings. But keep an eye on that confidence and see that it is well-deserved always.

YOUR magazine brings us good cheer every time it arrives. We can't receive too many good ideas, especially the kind you send.—*McKittrick & Dearborn, Advertisements and Follow-Up Matter, Lowell, Mass., June 13, 1905.*

THE fifty-two numbers of **PRINTERS' INK** which a subscriber receives every year contain more practical information on business getting and building than any other publication issued in the United States. Our advertising department certainly appreciates the weekly visit of the Little Schoolmaster.—*S. N. Wood & Co., 740 Market street, San Francisco.*

A CORRESPONDENT writes:

If I do not see the latest city directory in a drug store, or no directory at all, I feel that I am not in an up-to-date store.

Boyd's Dispatch has a standing order with every directory publisher and address compiler in the country to send them the first copy—hardly dry from the press—they even do not care to wait until the directories are bound—that is the class of people I like to buy my address material from.

I would advise an advertiser who wants his appropriation placed in an up-to-date manner to have an agent attend to it who has in his office the latest issue of Rowell's American Newspaper Directory right at his elbow.

WHEN advertising journals are as good as **PRINTERS' INK**, there are never too many. It is published every week, and costs only \$2 a year. It is the most useful magazine a retailer can buy. It never jars the nerves, while it often nerves you up, to boost your business where it most needs boosting. Some retailers subscribe for their clerks in order to brighten things up.—*Emil Held, Advertising Manager, Morning Astorian, Astoria, Ore.*

THE ad that tells its story by means of a picture of the advertised article and a terse description has advantage over the ad that is all type.

"ADVERTISING, in my opinion, is a matter of debits and credits, and when the credit side of the ledger 'shows' a profit, being a 'Missourian,' 'I stick.'—*A. P. Coakley of the Woman's Magazine.*

THE fall and winter fashion book of the English Woolen Mills Co., Cleveland, is an essay entitled "Good Taste is Good Style Always." It is illustrated with five plates commendable for the way in which clothes detail has been combined with humanly plausible fashion figures. William Henry Baker, formerly editor of *Chat*, is now advertising manager of the English Woolen Mills Company, which makes men's clothes to order and has stores in Cleveland, Detroit, Cincinnati, Louisville and Dayton.

Sporting Goods is a handsome new monthly magazine published by Herman Wheaton Grannis, 112 West 18th street, New York. Containing news and information of importance to dealers in sportsmen's supplies, it is a medium between retailers and manufacturers, affording the latter a means of announcing their new novelties in arms, fishing tackle and camping conveniences, and the dealer a means of keeping in touch with his market. A pertinent suggestion in the August issue may be of interest to retailers in kindred lines of business. Sporting goods dealers are advised to keep a bureau of information regarding good fishing and hunting grounds for the benefit of their patrons, listing on cards the kinds of fish and game to be had at localities within reasonable distance, the kinds of bait suitable to each place, the railroad and hotel facilities, charges of guides, etc. This information can be gathered from railroad and steamship companies, and kept in such shape that the youngest clerk can give trustworthy advice.

It is really more important in an advertisement to tell what an article is good for than where it comes from. You can't tell the story of your life in newspaper space at fifty cents an agate line.

SOME excellent half-page ads in the San Francisco Sunday papers are being used by Wickham Havens that city, to promote realty in Piedmont, a suburb within thirty-five minutes of the business district. Copy was prepared by Walter H. Leimert, of the Havens office, and makes a forceful presentation of the advantages of owning a home, the cleanliness of the electric train service and the value of Piedmont as an investment property.

MAIL ORDER STORIES.

Three little pocket brochures from the C. E. Ellis Company, New York, gives in concise form the business histories of three Chicago mail-order concerns—Montgomery Ward & Co., Sears, Roebuck & Co., and Bullock, Ward & Co. They are interesting for their statistics of growth, sidelights on the conduct of each business and explanations of policies followed by each house. Incidentally a moral is drawn for mail order papers generally and the Ellis list in particular.

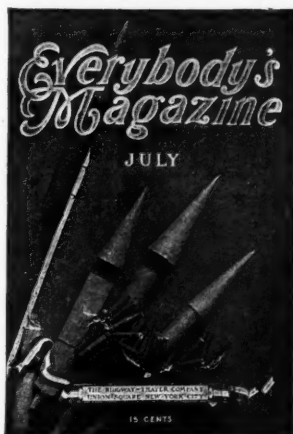
COST OF SUMMER HOTEL ADVERTISING.

A timely folder from the Philadelphia Press outlines complete campaigns for summer resorts and hotels in that paper's classified columns, showing style of display permitted in its classified pages for ads of certain sizes, and giving schedules of cost for a variety of summer campaigns. A thirty-line hotel ad in the Press thirty times costs \$135, a twenty-three-line campaign of the same length, \$103.50, a fifteen-line series of thirty ads, \$45, and five lines thirty times, \$15. The display specimens attached show a variety of setting that will make even the five-line ad conspicuous.

INSPECTION OF UTICA "PRESS."

During the recent meeting of the New York Associated Dailies, an organization of New York State publishers, the members inspected the plant of the *Daily Press*, in Utica. After visiting every department, the delegates met in the press-room and saw the day's edition turned out. Resolutions of thanks were passed for the courtesy of Publisher Otto A. Meyer, and many valuable points were gathered for adoption. The party consisted of the following newspaper men:

James H. Callanan, *Schenectady Union*, president; Fred H. Bullard, *Glens Falls Times*; John Crowley, *Little Falls Times*; James Wallace, *Cohoes Dispatch*; Thomas F. Mannix, *Plattsburg Press and News*; Charles E. Cole, *Watertown Times*; E. S. Underhill, *Corning Leader*, vice-president; William L. Ostrom, *Olean Herald*; W. H. Greenhow, *Hornellsville Tribune*; J. B. Alexander, *Oswego Times*; William H. Clark, *Cortland Standard*; H. J. Knapp, *Auburn Advertiser*; A. W. Fell, *Hudson Republican*; William B. Collins, *Gloversville Leader*; Fred P. Hall, *Jamestown Journal*; Fred W. Corson, *Lockport Union-Sun*; A. C. Deuel, *Niagara Falls Gazette*; G. S. Griswold, *Batavia News*; H. W. Lee, *Oneonta Star*; William J. Kline, *Amsterdam Recorder*; Gardiner Kline, *Amsterdam Recorder*, secretary-treasurer; F. M. H. Jackson, *Oneonta Star*; R. B. Hart, *Oswego Times*; Charles I. Combes, *Johnstown Republican*; S. H. Palmer, *Ogdensburg Journal*; Frank R. Northrup, formerly of Rome, now representing New York and Chicago papers.



JULY COVER.

ADVERTISING does not create value. But advertising creates demand, and, if the value is there, creates confidence.

A JOURNAL TO ENCOURAGE SAVING.

The *Platte Valley Economist*, a monthly paper of eight pages published by the Chapman State Bank, of Chapman, Neb., is devoted to the subject of savings. Mailed to depositors and those who ought to do business with the bank, it gives little stories of success through saving and explains the fundamentals of banking in a way that enables readers to take advantage of all facilities of the institution. On the second page of a recent issue is the following forceful argument in the form of a display ad:

YOUR MONEY AND YOUR LIFE.

Do you think that the burglaries and robberies you read about in the papers every day are committed by criminals who wander aimlessly around over the country, breaking into houses that happen to strike their fancy, and holding up citizens whom they just "happen" to meet in a lonely neighborhood?

If you have any such ideas about the methods of midnight marauders, your sheriff or chief of police can tell you some things that will make you open your eyes and take a firmer hold on your pocketbook.

Burglars and footpads could not make enough to live on and pay traveling expenses if they worked without system and organization. Their operations are planned and commanded by a chief crook who sends his agents out in advance of the house-breakers and sand-baggers. These agents always have some apparently legitimate business in the neighborhood, and are thus able to mingle freely with the people and collect the information wanted at thieves' headquarters.

Their principal work is to learn the names and habits of the people who keep their money in their houses or carry it in their pockets. When this report has been made up, the work of their "strong arm" accomplices is comparatively easy.

It is not necessary for them to waste their time on the citizens who keep their money on deposit in the bank.

They know where the unprotected money is and can almost estimate their profits on a night's work before they begin it.

Don't endanger your life and the lives of the members of your family by hoarding and hiding cash about your premises. It doesn't cost you anything to keep your money in the bank; it pays you in many ways explained in every issue of this little paper.

THE majority of merchants have no plan or system in regard to their advertisements. They wait until they "feel" like writing an ad, and as the "feeling" seldom puts in an appearance, they are compelled to write "copy" when they are tired, and a hasty, mushy ad is often the result.



The above is a reproduction of the first cover of Appleton's *Booklovers Magazine*, under its new ownership. The old trademark of the Appleton house is brought into use in the design, standing out in high relief from a rich, green background. It has been understood for some time that Appletons were looking for a magazine, and the acquisition of the *Booklovers* is a credit to their judgment, and, at the same time, a compliment to the publication. With the Appleton organization back of it, it should make extensive strides in circulation. As a matter of information it is interesting to know that the house of Appleton is eighty years old this year. Frank G. Smith, who has been with the *Booklovers Magazine* since it was started, has been reappointed advertising manager of Appleton's *Booklovers Magazine* under the new ownership. Mr. David D. Lee becomes assistant advertising manager. A change has been made in the Western representation. Mr. Herman Sonneborn, formerly of The H. I. Ireland Advertising Agency of Philadelphia, succeeds Mr. Philip J. Syms at Chicago.

THE Anna Held cigar is being extensively advertised in several sections of the country. The newspaper contracts are for one year and call for a large amount of space. The business is placed by the Ben B. Hampton Co., 7 West 22d street, New York.

It is half a century since the name Frank Leslie Publishing House has been associated with periodical literature, and now the corporation has been changed to Colver Publishing House. There is no change in the *personnel* which has of recent years added to the fame of *Leslie's Monthly Magazine*. The same people, all young men, who have built up the magazine's circulation to the three hundred thousand mark, continue in the saddle. Frederic L. Colver, president; Charles D. Spalding, vice president; Robert C. Wilson, secretary; William Morrow, treasurer and associate editor; Metz B. Hayes, assistant secretary; Ellery Sedgwick, editor; Julius G. Sommer, art manager, and Charles Schweinler, mechanical superintendent.

VINDICATED.

Charges were recently brought against Louis Guenther, publisher of the *Mail Order Journal*, Chicago, on a charge of criminally libeling in another publication of his, the *Financial World*, one Sanford McKeever, of that city, a dealer in mining and other stocks. The *Financial World* makes a specialty of exposing worthless investments. The grand jury of Cook County, Illinois, was asked for indictments against Louis Guenther, Otto Guenther, Sr., his father, and Otto Guenther, Jr., his brother. They were arrested some time ago on warrants sworn by McKeever. The grand jury has now failed to indict and the Guentheres have been completely vindicated. Mr. Guenther states that he would have preferred to have the case come to trial in order to present evidence upon which he criticised the investment schemes promoted by McKeever.

"We get
more replies from

**Everybody's
Magazine**

than from all our
other mediums combined; and unlike
the others, they keep
coming steadily all
through the month."

—Monarch Water Heater Co.

Do you know why
Everybody's Magazine receives so many acknowledgments of this sort from advertisers, big and little?

It is because the advertisements in Everybody's Magazine are known far and wide, and magazine readers are in the habit of referring to Everybody's when they want to find an advertisement.

In the morning's mail are two letters which prove this point.

The first, from a New York jeweler, reads—"Will you kindly inform us if you know of any manufacturer of Venetian Blinds? You may have some advertiser that you could refer us to. The address or addresses will be appreciated by—"

The second letter is from London—"We have an inquiry for a Strathmore Collar-ette. We understood from our client that it was advertised in Everybody's Magazine. Will you kindly give us the name and address of the manufacturer?"

"Thanking you," etc.

As we write, some one asks over the 'phone for the address of the Brooks Boat Company, whose advertisement he remembers to have seen last January.

They all think first of
Everybody's Magazine

The Ridgway-Thayer Company, Pub'rs.,
31 East 17th Street, New York.

MR. JOHN C. DEWEY has joined the staff of the Franklin Advertising Agency, Marquette Building, Chicago.

THE manufacturer selling an advertised trademarked article is absolutely independent. The only class to whom he is responsible is the consumer.

MORE ADVERTISING GOLF.

Over 200 advertising men now belong to the Golf club recently organized by Frank Presbrey, and the annual tournament will be held on the links of the Euclid Club, in Cleveland, July 18, 19 and 20. Several trophies are to be played for, among them a handsome cup donated by the *Illustrated Sporting News*. The association, to show its appreciation of the Cleveland club's courtesy in extending the use of its links, recently sent a set of resolutions from New York to that city by a special Western Union messenger.

THE WEST BRANCH NATIONAL BANK OF WILLIAMSPORT, PA.

One of the interior banking institutions that has thoroughly demonstrated to its own satisfaction and profit that printer's ink, persistently and intelligently used, is an effective method of increasing business, is the West Branch National Bank of Williamsport, Pa., Allen P. Perley, president, and Wm. H. Painter, cashier. While one of the oldest banks in Central Pennsylvania, being the immediate successor of the old "West Branch Bank," a State bank founded in 1837, and re-chartered under the National Banking Act in the '60's, the West Branch National is from any point of view an up-to-date institution, as full of business as a "live wire," and since it began its active advertising campaign has steadily forged ahead until to-day it is the recognized leader among the financial institutions of the West Branch Valley.

The policy of the West Branch National in its daily intercourse with its customers has that magnetic, business-pulling quality, due to the friendly, personal touch, so foreign to the old-style banker, with his icy dignity that chills the very marrow of business, and congeals the golden stream at its fountain-head—the depositor at the teller's windows. It is hard to refrain from saying that it will require an ice-pick to loosen up the clerical force and official heads of some cold-storage banks; but the awakening time is not so distant as might appear to the non-

observant, for the "new banking" is none the less surely, if slowly, making inroads upon the sums total and the profits of the old-line, conservative, non-advertising institutions.

The West Branch National began advertising in a tentative way some five years ago, when it took over the assets of a bank that had been "dignified" into an untimely grave. There was a simple announcement of the facts, coupled with the statement that the West Branch would honor checks drawn against these accounts, asking that the account be continued, and an assurance that every courtesy would be extended depositors at the West Branch National Bank. This announcement was followed up from time to time with cards containing a summary condensed from the "Reports to the Comptroller of the Currency," which were handed out to customers by the tellers.

The first of the West Branch booklets was issued in February, 1903, the copy for which, as for those subsequently issued, being prepared by the writer, and printed at the Grit Press, of this city. It is axiomatic with Mr. Painter that nothing is too good for the West Branch, hence, the printer is given *carte blanche* to do his prettiest, and the results have been alike creditable to all concerned.

The central idea around which this advertising revolves is the summary of the condition of the West Branch National Bank, taken from the Report to the Comptroller of the Currency—only the most important items being given, and as the bank has been making steady gains in its assets, these reports are looked for with no inconsiderable interest by an increasing clientele. Mr. Painter is well aware of two facts, too often overlooked by the advertiser seeking results, that the printed statement be issued and circulated regularly for each of the five calls made by the Comptroller, and that they be issued promptly—the morning following that on which the call is received being the West Branch way. In order to meet this last requirement, copy must be in the hands of the printer in good season, and the work so far along that upon receipt, over the telephone, of the several totals from the items in the report, the printer can put that form on the press and have the job on the bank's counters at the opening of business the next morning, and into the mails that day. Besides booklets of various sizes—never more than four pages and a cover, which is usually an embossed design specially prepared, folders and cards are used to give variety. The copy aims to be terse, to the point, and to inspire confidence in the West Branch National way, and has elicited much favorable comment both at home and abroad.

Novelties of various kinds have been sparingly used, but into the field of the daily press the West Branch National has not yet ventured, but this is a field that ought to produce results, if properly handled. W. W. CHAMPTON.

Williamsport, Pa., June, 1905.

THE Merrell Soule Co., of Syracuse, N. Y., will advertise, None Such Mince Meat, in a list of women's and household publications for the season of 1905-06. The George Ethridge Company, New York, will handle this advertising.

NOT FREAKISH.

LOCKPORT, N. Y., June 8, 1905.

Editor of PRINTERS' INK:

We observe in a recent number of your valuable magazine that you make mention of a little book we recently issued on the art of paper making—practically a short history of early paper making. It may be interesting to you to know that this little essay has been pronounced most valuable and concise extant. We rather regretted to observe that you speak of it as "freakish." Kindly let us correct this statement for your benefit.

The design of the book, and all the typography was done by one of the best and most artistic printing houses in America, namely, Mathews-Northrup Company of Buffalo, and we do not think the artistic effects and appropriate designs throughout the same, or the cover, are at all "freakish."

However, this is not what the writer intended to say to you when he began the letter. We wish to compliment you upon the value of your magazine as an advertising medium. It may be interesting to you to know that we have received a great many inquiries from not only large and small printers, but from manufacturers all over the United States, for a copy of this book. We think, therefore, that in the Fall when we issue our new sample book, we shall place an ad in your magazine calling attention to the same.

With best wishes, we are,

Faithfully yours,
NIAGARA PAPER MILLS,
Charles A. Upson, Manager.

A STRIKING AD.



A twelve-minute short smoke
for a cent and a half!

Regular three-for-a-quarter
quality in "pony" length. An all-day stand-by
among those critical smokers who enjoy a little
smoke more than a big one.

The Royal Bengal is known to and enjoyed by
more smokers than any other *big*, little cigar in the
world.

Royal Bengals

PACKAGE OF TEN, 15 CENTS

The Royal Bengals now on the market are the product
of an entirely new system of tobacco culture—a system
which develops to perfection the delicious aroma of tobacco
leaf, with all the good qualities delicately blended, and
with every trace of harshness and bitterness completely
removed.

Anywhere, everywhere, you will find Royal
Bengals.

ON EVERY PACKAGE IS NOW BEING PLACED A PICTURE OF A FAMOUS FIGHTING JAPANESE CAPITAL ON AMERICAL.

METROPOLITAN TOBACCO CO., Distributors, New York



FROM THE "EVENING TELEGRAM."

PROVING THE QUALITY OF
TEN-CENT CIRCULATION.

A set of the most interesting and conclusive, as well as original documents ever got together to reveal the circulation-quality of an advertising medium are in the possession of *Leslie's Monthly Magazine*. They consist of reports from the tax assessors of 100 leading cities in the United States, and were secured for this magazine by Robert Cade Wilson, secretary of the Frank Leslie Publishing House, for the purpose of demonstrating the purchasing power of its subscribers.

"From the time the present publisher took charge of the magazine," says Mr. Wilson, "we have made detailed statements of circulation to Rowell's American Newspaper Directory, and have had no difficulty in assuring advertisers of quantity. But a certain class of general advertisers, dealing in the highest grades of goods, have persistently held back on the score of quality. The idea that the thirty-five cent magazine goes to people best able to afford luxuries, while the ten-cent magazine reaches readers of only moderate purchasing power, has become fixed. We have always had to combat it.

"Six months ago I took the subscription lists of our magazine for the one hundred largest cities in the United States, omitting New York, Chicago, Philadelphia, Boston, St. Louis, San Francisco and all metropolitan centers where newsstand circulation predominates. The list for each city selected was then forwarded to its tax assessor with a request that the names of all taxpayers appearing on it be separated from the non-taxpayers, and the amount of real or personal property on which each of the former paid assessments be set down opposite his name.

"These lists came back filled out according to our request. Payment for the favor was made on various terms. Some lists cost us only a subscription to the magazine, while others, in large cities, cost cash payments

as high as \$50. The results were surprising. In the whole hundred cities it was found that a general average of sixty-eight per cent of our subscribers paid taxes on real or personal property. The average assessed wealth of each person in the whole 100 cities was \$12,054. In Fort Wayne, Ind., it was found that every subscriber paid taxes. In Pittsburg the average of wealth of our taxpaying subscribers is \$25,364. In Minneapolis it is \$20,000. Millionaires appear by the dozen. Our total circulation at present is 300,000 copies monthly, of which 130,000 go to paid subscribers. If our newsstand circulation reaches persons of the same average wealth as are shown by these taxation lists, the total wealth of our clientele is \$2,459,416,000—nearly two and a half billions.

"For six months we have been furnishing to advertisers who wished them taxation lists from any of these 100 cities. They cover the country from Los Angeles, Cal., to Portland, Me. Some of the most prominent quality advertisers here in New York have signed contracts for space upon the mere exhibition of these lists—notably automobile advertisers. It is distinctly a 'money talks' method of demonstrating quality of circulation. No room is left for an objection, for the mere assertion of quality is replaced with hard figures to which anyone may refer.

"At the last poultry show in Madison Square Garden many fine birds were shown, and the exhibitors made a practice of recounting on painted cards the breeding and achievements of each bird. These descriptions were often long-winded, giving lists of prizes taken, place at which the fowls had been shown, fine points, and so forth. One exhibitor, however, had made a departure. Over his finest fowl was simply the announcement, 'This bird is valued at \$1,500.' Around that coop was always gathered the largest crowd, because there could be no misunderstanding as to the measure of its

value. It had been translated into terms of dollars. Dollars are the great American yardstick. Americans are not necessarily dollar-worshippers, but they understand dollar values instantly. Hence the power of these taxation lists to convince.

"We make a distinction here between the monthly magazine and the monthly publication. A magazine with a definite policy like *Leslie's Monthly*, holding to the accomplishment of some object like the establishment of block signals on all American railroads, as we are doing at present, stands for more in the estimation of readers than a monthly publication that aims only to amuse from month to month. It takes hold of a class of readers who want it regularly, and who are far too solid intellectually and in the monetary sense to be measured by the price at which the magazine is sold. We have known this all along, but until these taxation lists were secured had never been able to demonstrate it to the satisfaction

of advertisers. Quality in the advertiser's eye doesn't mean good people, or fashionable people, or intellectual people, but any kind of people who have the money to buy what pleases them, necessities or luxuries. In this new method of demonstrating the quality of circulation we have shown that our readers have purchasing power sufficient to afford anything. It simply remains for the advertiser to convince them with his copy. The method has been so successful and satisfactory that we are thinking of getting similar lists for every city in the United States with over 5,000 population. This is a big undertaking, as there are 914 cities of that size. But we believe it will be worth while."

♦♦♦
"Our Silent Salesman," a booklet from the mail-order department of Sweet, Orr & Co., New York, tells what that house does to help merchants sell its overalls and workmen's clothing.

♦♦♦
A Dainty brochure called "Brain Work Printing" gives the old story of good advertising literature a new setting. It comes from the Thomson Printing Co., Philadelphia.

The Advertiser, or the Agent,

who is going to prepare lists and estimates for the Fall campaign will find Rowell's American Newspaper Directory for 1905 a mighty handy, practical and economical assistant. ¶ Over 23,000 newspapers, magazines and periodicals revised to date. ¶ If you estimate with Rowell's Directory, you estimate on the safe side. ¶ Send in your order NOW. A descriptive booklet of the Directory will be mailed upon request.

Cloth and gold; over 1,500 pages. \$10 net cash, sent carriage paid upon receipt of price.

SEND ORDER AND MAKE CHECKS PAYABLE TO

CHAS. J. ZINGG, Manager,

10 Spruce Street (up stairs),

NEW YORK CITY.

A FARMER'S VIEW ON ONE KIND OF ADVERTISING PERSONALITY.

There is one mistake I think some firms make, and that is putting their picture in the paper, with their advertisements. Many farmers and others form false opinions of people by their picture. They always judge, and as few are good judges of human character, they are just as liable to be misjudged as judged correctly.

I know a farmer who wouldn't buy of a man if he had his hair parted in the middle. He is prejudiced against that kind of men. I do not know of any man who could buy of an advertiser because he saw a picture of him. I do not believe it helps a particle. I know it is nice to be known by the many, and get some personal advertising, but personal advertisements don't help a business. You can put a price in the place of your photo; that will be noticed more, appreciated more, and pay better.

I know of a man projecting a large scheme, who has his picture in his advertisement; he has not the personality that would inspire confidence, but rather weaken it. The only thing that would make me consider him for a moment, is his numerous large standing advertisements. I saw his first advertisement a few years ago; he impressed me unfavorably then. I have seen his advertisement so much, that I have come to the conclusion that he must be doing business, and probably is all right. But before I could acquit him, I had to have a preponderance of evidence. If it is desirable to advertise your face, be sure that it is one that will inspire confidence, and in my opinion, the men who own such faces have better judgment than to put them to such a use.—*Geo. J. Smith, in Agricultural Advertising.*

ONE OF THE WORST SUBWAY ADS IS OUTSIDE THE SUBWAY.

"No one of these frightful advertising signs in the Subway," said a commuter, "is comparable with one on big sign boards opposite some of the suburban stations on the Harlem."

"This particular atrocity is captioned 'Kash Kounts; Kredit Kills,' and beneath the lettering is a picture of a hog riding a bicycle. Below, in big letters, the announcement that '—wants all the business,' indicates how appropriate is the picture."—*New York Sun.*

A WAR-TIME AD THAT BROUGHT THE RESULTS WANTED.

When Stoessel fell back on Port Arthur he laid dynamite along the costly pier, but the fuse became wet and failed to ignite. He also had the gates of the dry-dock removed. After searching for them for days, it occurred to the Japanese to advertise a reward for them as you would for the return of a diamond necklace. Within twenty-four hours a Chinese appeared with information as to the exact spot where they were sunk in the bay.—*Collier's.*

A REAL ESTATE AD ON AN ENVELOPE.

The H. I. Goethe Co., of Sacramento, Cal., on the back of their envelopes, print the following:

"Our Home Building Department does Home-Buying and Home Building: We buy the lot. We see that the title is good. We build the house. We insure it for you. We furnish the money. We take it back just like rent."

"We buy the material in large quantities for cash. By discounting all bills and having the entire transaction in one office—from buying the lot to the last payment on the property—we can undersell all competitors."

Three million dollars of homes purchased through this office."—*Advertising, Chicago.*

NATIVE—You find it hard to understand our language?

Foreigner—Yes, a girl just told me she was going in for outdoor games, but indoor games were going out.

Advertisements.

All advertisements in "Printers' Ink" cost twenty cents a line for each insertion. \$10.00 a line per year. Five per cent discount may be deducted if paid for in advance of publication and ten per cent on yearly contract paid wholly in advance of first publication. Display type and cuts may be used without extra charge, but if a specified position is asked for an advertisement, and granted, double price will be demanded.

WANTS.

EDITOR to take shares and position of deceased editor. Established periodical. P. O. Box 182 Washington, D. C.

ADVERTISING IS MY BUSINESS. Whom can I serve? Address "MISS P. K.," care Printers' Ink.

WANTED—Salesmen to handle our line of Advertising Novelties and Badges. Comm. ST. LOUIS BUTTON CO. St. Louis, Mo.

PRINTING firm wanted for partnership, publishing established, high-class, fanciers' journal. FUR, FIN & FEATHER, Groton, Conn.

THE circulation of the *New York World*, morning edition, exceeds that of any other morning newspaper in America by more than 100,000 copies per day.

FULLY Experienced Business, Advertising or Circulation Manager, one who is sober and result producer, can be obtained by addressing "H. B.," care Printers' Ink.

POSITIONS open for competent newspaper workers in all departments. Write for booklet. FERNALDS NEWSPAPER MEN'S EXCHANGE, 368 Main St., Springfield, Mass.

CONCERNING TYPE—A Cyclopaedia of Every-day Information for the Non-Printer Advertising Man; get "type-wise"; 64 pp., 50c. postpaid; ag'ts wanted. A. S. CARNELL, 150 Nassau St., N. Y.

MANAGER for Southern office with local and class publications, and good job business. Splendid opportunity for man of energy, experience and ability. Must be able to invest \$5,000 to \$10,000. Address "SOUTH," Printers' Ink.

EVERY ADVERTISER and mail-order dealer should read THE WESTERN MONTHLY, an advertiser's magazine. Largest circulation of any advertising journal in America. Sample copy free. THE WESTERN MONTHLY, 815 Grand Ave., Kansas City, Mo.

PUBLISHERS—We want advertising space for Blair's Fountain Pens and Fluid Pencils that will pay 5% profit on the business that it brings. Send copies and rates to BLAIR FOUNTAIN PEN CO., 163 Broadway, New York.

ADVERTISING MANAGER.

Experienced, would consider favorable proposition for all or half of his time; now and for the past three years with one of the largest firms and advertisers in the country; personal reasons; present employers will recommend. Address "S 378," Printers' Ink.

WANTED—An experienced advertising solicitor to represent a weekly textile publication. Must be able to show a record. Address, giving full particulars of age and experience, with references.

P. O. DRAWER 838, Charlotte, N. C.

YOUNG MEN AND WOMEN of ability who seek positions as ad writers and ad managers should use the classified columns of **PRINTERS' INK**, the business journal for advertisers, published weekly at 10 Spruce St., New York. Such advertisements will be inserted at 20 cents per line, six words to the line. **PRINTERS' INK** is the best school for advertisers, and it reaches every week more employing advertisers than any other publication in the United States.

OPPORTUNITIES FOR ADVANCEMENT—Without danger to your present connections we assure you of consideration for every position you are competent to fill, no matter where located. Our booklets tell how we can bring your ability to the attention of hundreds of employers who need high grade men for Executive, Clerical Technical and Salesman positions paying from \$1,000 to \$5,000 a year. Offices in 13 cities. **HATGOODS (INC.) BRAIN BROKERS**, Suite 512, 349 Broadway, New York.

WANTED—Clerks and others with common school educations only, who wish to qualify for ready positions at \$25 a week and over, to write for free copy of my new prospectus and endorsements from leading concerns everywhere. One graduate fills \$5,000 place, another \$3,000, and any number earn \$1,500. The best clothing advertiser in New York owes his success within a few months to my teachings. Demand exceeds supply.

GEORGE H. POWELL, Advertising and Business Expert, 1467 Temple Court, New York.

TO ADVERTISING SOLICITORS.

We have an opening in several districts in Pennsylvania, New York, New Jersey and Maryland for an advertising solicitor whose time is not wholly occupied by his present work. To such a man, who is a good solicitor, and who can devote five or six hours each week to our work, we have a proposition to offer by which he can become the publisher of a local paper.

We require no investment of capital. Address "**PROPOSITION**," care of **Printers' Ink**.

Assistant Advertising Manager.

I don't claim to know it all, but as assistant to an advertising manager I can write and lay out ads that will satisfy him and do the work. I am looking for a place of this kind. "K," care P. I.

MAIL ORDER.

MAIL-ORDER ADVERTISERS—Try house to house advertising; it will pay you big. Our men will deliver your circulars and catalogues direct to the mail-order buyer. You can reach people who never see a paper of any description from one year's end to another. When once reached the rest is easy. We have reliable agents well located throughout the United States and Canada, and are in a position to place advertising matter in the hands of any desired class. OUR **DISTRIBUTORS' DIRECTORY** will be sent free of charge to advertisers who desire to make contracts direct with the distributor. We guarantee good service. Correspondence solicited. **NATIONAL ADVERTISING CO.**, 700 Oakland Bank Building, Chicago.

CUTS.

MAKE YOUR OWN CUTS—new process—one cent each. Instructions 50 cents. Particulars free. **W. T. MCALIN**, Elwood, Indiana.

BOOKLETS.

BOOKLET DUMMY FREE! It won't cost you one penny to know just exactly how your booklet will appear after printed if we are consulted first. No obligation attached to the layout and cover sketch we submit—provided you are in the market. **LEONARD PRESS**, 135 W. 23d St., N. Y. City.

COIN CARDS.

\$3 PER 1,000. Less 10¢ more any printing. **\$3 THE COIN WRAPPER CO.**, Detroit, Mich.
1,000 for \$3. 10,000, \$30. Any printing. **Acme Coin Mailer Co.**, Ft. Madison, Ia.

MAILING MACHINES.

THE DICK MATCHLESS MAILER, lightest and quickest. Price \$12. **F. J. VALENTINE**, Mfr., 178 Vermont St., Buffalo, N. Y.

TIN BOXES.

If you have an attractive, handy package you will sell more goods and get better prices for them. Decorated tin boxes have a rich appearance, don't break, are handy, and preserve the contents. You can buy in one-half gross lots and at very low prices, too. We are the folks who make the tin boxes for Cascarets, Huylers, Vaseline, Sanitol, Dr. Charles Fiesh Food, New Skin, and, in fact, for most of the "big guns." But we pay just as much attention to the "little fellows." Better send for our new illustrated catalog. It contains lots of valuable information, and is free. **AMERICAN STOPPER COMPANY**, 11 Verona Street, Brooklyn, N. Y. The largest maker of TIN BOXES outside the Trust.

HOUSE-TO-HOUSE DISTRIBUTION.

MOLTON'S National House-to-House Distributing Service enables advertisers to place their printed matter into the homes of the people residing in the rural districts, covering thousands of small towns, villages and hamlets, which are seldom covered thoroughly by any other line of advertising. Service is guaranteed; results are sure to be satisfactory, especially during the warm months. Write now for particulars.

WILL A. MOLTON,
National Advertising Distributor,
442 St. Clair Street,
Cleveland, Ohio.

CARD INDEX SUPPLIES.

THAT'S all we make. Our prices are right. Sample sets and prices upon request.
STANDARD INDEX CARD COMPANY.
Rittenhouse Bldg., Phila.

CEDAR CHESTS.

MOTH-PROOF Cedar Chests—Made of fragrant Southern red cedar and absolutely proof against moths. Prices low. Send for booklet.
FIEDMONT FURNITURE CO., Statesville, N. C.

MISCELLANEOUS.

OUR AGENTS do make big profits, as every body wants Handy Hat Fasteners. Manfd. and sold. by us.
THE FAIR MFG. CO., 556 Sixth St., Racine, Wis.
Our catalog of Ladies' and Children's Specialties free.

PREMIUMS.

RELIABLE goods are trade builders. Thousands of suggestive premiums suitable for publishers and others from the foremost makers and wholesale dealers in jewelry and kindred lines. 500-page list price illustrated catalogue, published annually, 33d issue now ready; free.
S. F. MYERS CO., 47w. and 49 Maiden Lane, N. Y.

POST CARDS.

HALF TONES made from photographs of hotels, local views, business buildings, etc., suitable for printing on post cards. Also print post cards. Prices and samples furnished.
STANDARD, 61 Ann St., N. Y.

DISTRIBUTING

DISTRIBUTING in the Southern States produces results that are entirely satisfactory to advertisers who place their contracts with the Bernard Agency. Write CHAS. BERNARD, Savannah, Ga.

ADDRESSING MACHINES.

ADDRESSING MACHINES—No type used in the Wallace stencil addressing machine. A card index system of addressing used by the largest publishers throughout the country. Send for circulars. We do addressing at low rates.
WALLACE & CO., 29 Murray St., New York.
1310 Pontiac Bldg., 338 Dearborn St., Chicago, Ill.

THE STANDARD AUTO ADDRESSER is a high speed addressing machine, run by motor or foot power. System embodies card index idea. Prints visibly; perforated card used errors impossible; operation simple. Correspondence solicited.

B. F. JOLINE & CO.,
123 Liberty St., New York.

DESIGNERS AND ILLUSTRATORS.

DESIGNING, illustrating, engraving, illuminating, engraving, lithographing, art printing. THE KINSLEY STUDIO, 245 B'way, N. Y.

BOOKS.

PATENTS that PROTECT—72 p. book mailed free. R. S. & A. B. LACEY. Patent and Trade-Mark Experts. Washington, D. C.
Established 1869.

MODERN ADVERTISING.
CALKINS & HOLDEN describe the theory of general advertising—how this theory is applied to various kinds of business; functions of the advertising manager, the advertising agent, and a digest of the various mediums used, such as newspapers, magazine, billboards, painted signs, street car cards, trade and class journals, as well as circular letters, mailing cards, folders, pamphlets, house organs and follow-up systems. It is the only book of this kind, and the first complete book written upon advertising. Sent, express paid, to any address for \$1.62.

D. APPLETON & CO.,
3 E. 14th Street, New York.

TRADE JOURNALS.

HARDWARE DEALERS' MAGAZINE. Circulation 17,500 (©©). 253 Broadway, New York.

"REAL ESTATE." Amsterdam, N. Y., circulation 3,000, for real estate dealers and owners; \$1 a year, names of buyers each month.

ADVERTISEMENT CONSTRUCTORS.

FRED W. KENNEDY, 55 River Street, Chicago, writes advertising—your way—his way.

EFFECTIVE copy on approval. Ad or letter, \$1; 3 for \$2. "ADVERTISER," care of 16 Dupont St., Buffalo, N. Y.

HENRY FERRIS, his **EF** mark
Advertising Writer and Adviser,
Lrexel Building, Philadelphia.
62 Temple Court, New York.

ADVT. WRITING—nothing more.
Been at it 14 years.

JED SCARBORO,
557a Halsey St., Brooklyn, N. Y.

BUT ONE WAY.

There is but one way by which your expenditure for advertising can be raised above the mere expense account item that so many confine it to. You must make your announcements of every kind actually vital, and saturate them with the notice-compelling pertinence that will not be denied a hearing, if you wish them to really pay you. It is my habit to send samples of my work to those whose requests for them suggest new business; and in some instances those samples have succeeded in illustrating this profit-gaining vitality so well as to win a new client for me. Possibly this might be the result of your writing me—possibly!

When you do write, give me at least a clue to what you want.
No. 39, FRANCIS L. MAULE, 402 Sansom St., Phila.

IS NOT THIS TRUE!

I question if there be any form of advertising more apt to miscarry than what are known as "follow-up" letters, which so constantly "rile" their recipients and thereby stamp out any possible hope of patronage for their authors.

I myself constantly receive circular letters (often from concerns who should know better), that are so utterly lacking in fact that they fairly fly to my WASTE PAPER BASKET.

After you have sent your correspondent a presumably adequate and instructive catalogue or circular, and do not hear from him, it were wise to approach the subject for the second time with extreme care if a further hearing be desired.

A "bulldozing" letter on the more or less skillfully disguised lines of "You've had my Catalogue; why the hell I don't you send me your order!" is not an alluring proposition to spread before the man who knows little about you, and can so easily be made to care vastly less. I try to remember that there is always plenty of room for self-respecting "horse-sense"—between the extremes of "bullying" and begging—in such bids for business.
No. 42, FRANCIS L. MAULE, 402 Sansom St., Phila.

SPECIALIZED PUBLICATIONS.

HARDWARE DEALERS' MAGAZINE. Circulation 17,500 (©©). 253 Broadway, New York

PUBLISHING BUSINESS OPPORTUNITIES.

EXPERIENCED advertising man with \$5,000 can buy interest in good-paying trade journal, established 20 years. Address TRADE JOURNAL INTEREST, care of Printers' Ink.

LONG-ESTABLISHED New York mechanical journal.
Doing gross business about \$30,000, Showing good net profit.
Can be bought for \$30,000.
Efficient management should net 1 Ten thousand dollars a year.
This property can be disclosed Only to those qualified to buy.

EMERSON P. HARRIS,
253 Broadway, New York.

ADWRITING.

JOHN CUTLER, WRITER OF ADVERTISING.
Box 2312, Boston, Mass.

IMITATION TYPEWRITTEN LETTERS.

IMITATION Typewritten Letters of the highest grade. We furnish ribbon, matching ink, free. Samples free. SMITH PTG. CO., 812 Broadway, Toledo, Ohio.

CLASS PUBLICATIONS.

HARDWARE DEALERS' MAGAZINE. Circulation 17,500 (©). 253 Broadway, New York.

FOR SALE.

EMPIRE Typesetter and Distributor in good condition. Cost, \$3,500. Will sell at great reduction. Address N. Y. OBSERVER, 156 Fifth Ave., New York.

FOR SALE—Daily and job office—best proposition open in Southern California. Will require \$30.00 cash or good paper to handle. Will not sell on time. "PRINTING," care Printers' Ink.

FOR SALE.—Potter perfecting press. Prints five or eight columns, thirteen ems. In good condition and full stereotyping outfit. For price and information address THE EVENING POST CO., Louisville, Ky.

2-COLOR PLATES, 5 designs, suitable for 3 Blotters. Cost us \$15 set; will sell for \$2.75 per set of 3 plates. Specimen samples, 10 cts. PENN PAPER CO., 7 N. Sixth St., Philadelphia, Pa.

PRINTING.

PRINTING at reasonable prices. MERIT PRESS, Bethlehem, Pa.

HALF-TONES.

NEWSPAPER HALF-TONES. 2x3, 75c; 3x4, \$1; 4x5, \$1.60. Delivered when cash accompanies the order. Send for samples. KNOXVILLE ENGRAVING CO., Knoxville, Tenn.

HALF-TONE or line productions, 10 square inches or smaller, delivered prepaid, 75c.; 6 or more, 50c. each. Cash with order. All newspaper screens. Service day and night. Write for circulars. References furnished. Newspaper process-engraver. P. O. Box 815, Philadelphia, Pa.

PAPER.

BASSETT & SUTPHIN. 45 Beekman St., New York City. Coated papers a specialty. Diamond B Perfect White for high-grade catalogues.

ADVERTISING AGENCIES.

O'GORMAN AGENCY, 1 Madison Ave., N. Y. Medical journal advertising exclusively.

GOLDEN GATE ADVERTISING CO., 3400-3402 Sixteenth St., San Francisco, Cal.

DORMUS & CO., Advertising Agents, 44 Broad St., N. Y. Private wires, Boston, Phila. etc.

THE H. I. IRELAND ADVERTISING AGENCY. Handles but one business of a kind. 925 Chestnut Street, Philadelphia.

CURTIS-NEWHALL CO. Established 1895. Los Angeles, California, U. S. A. Newspaper, magazine, trade paper advertising.

YOUR ADVERTISEMENT in 43 Magazines for the price of one. Investigate. ACME AD AGENCY, 448 Seventh Av., Bklyn., N. Y.

ALBERT FRANK & CO., 25 Broad Street, N. Y. General Advertising Agents. Established 1872. Chicago, Boston, Philadelphia. Advertising of all kinds placed in every part of the world.

BARNHART AND SWASEY, San Francisco—Largest agency west of Chicago; employ 60 people; save advertisers by advising judiciously newspapers, billboards, walls, cars, distributing.

INCREASED appropriations for Canada are the rule with American Advertisers. We can achieve results through intelligent selection of best mediums which no agency outside of Canada can do. Write us. THE DESBATS ADVERTISING AGENCY, Ltd., Montreal.

PRINTERS.

PRINTERS. Write R. CAILETON, Omaha, Neb., for copyright lodge cut catalogue.

WE print catalogues, booklets, circulars, adv. matter—all kinds. Write for prices. THE BLAIR PTG. CO., 514 Main St., Cincinnati, O.

ADVERTISING MEDIA.

10 CENTS per line for advertising in THE JUNIOR, Bethlehem, Pa.

THE BEE, Danville, Va. Only evening paper in field. Average circ'n, 2,324. Rates low.

ADVERTISERS' GUIDE, Newmarket, N. J. A postal card request will bring sample copy.

HARDWARE DEALERS' MAGAZINE. Circulation 17,500 (©). 253 Broadway, New York.

THE EVANGEL. Scranton, Pa. Thirtieth year; 20c. agate line.

ANY person advertising in PRINTERS' INK to the amount of \$10 or more is entitled to receive the paper for one year.

WHAT the Ladies' Home Journal is to the nation the RECORD is to Troy and Central Miami County, Ohio. Only daily. Carries same high-grade advertising. None questionable of any sort accepted. Send for sample copy.

CRABTREE'S CHATTANOOGA PRESS. Chattanooga, Tenn., 50,000 circulation guaranteed, proven; 300,000 readers. Best medium South for mail-order and general advertising. Rate, 15 cents a line for keyed ads. No proof, no pay.

ELECTROTYPES

WE make the electrotypes for PRINTERS' INK. We do the electrotyping for some of the largest advertisers in the country. Write us for prices. WEBSTER, CHAWFORD & CALDER 45 Rose St., New York.

PERIODICAL PUBLICITY.

HARDWARE DEALERS' MAGAZINE. Circulation 17,500 (©). 253 Broadway, New York.

SUPPLIES.

W. D. WILSON PRINTING INK CO., Limited, of 17 Spruce St., New York, sell more magazine cut inks than any other ink house in the trade. Special prices to cash buyers.

ADVERTISING NOVELTIES.

AGENTS wanted to sell ad novelties, 25c. com. 3 samples, 10c. J. C. KEN, N. Owego, N. Y.

WRITE for sample and price new combination Kitchen Hook and Bill File. Keeps your ad before the housewife and business man. THE WHITEHEAD & HOAG CO., Newark, N. J. Branches in all large cities.

Color Barometers. The latest novelty. Can be mailed in 6c envelope, penny postage. \$25 per 1,000, including imprint. Send 10c. for sample. FINK & SON, 5th. above Chestnut, Philadelphia.

FRANKLYN HOBBS
"HIMSELF"



Send him two Red Stamps for book, "Himself and His Seal" and he will send the stamps back on the book.

PHILADELPHIA NOTES.

By John H. Sinberg.

The westward trend is still continuing in this city. The latest move of importance soon to be made is that of Finley Acker & Company, now located on Eighth street, above Filbert. This firm will locate in the old Bailey, Banks & Biddle Building, southeast corner of Twelfth & Chestnut streets, and, after the extensive alterations which are now going on are completed, Acker & Company will have the finest grocery and delicatessen establishment in the city. The new place is located in the center of the best shopping district of Philadelphia, and the rent of the Acker corner is said to be \$30,000 per year. This firm advertises regularly in the newspapers, and the *Acker Weekly* as well as Acker posters are familiar to every Philadelphia housewife.

* * *

The real estate advertising this spring has been especially heavy in the Philadelphia newspapers, and the copy exploiting Pleasantville Terrace (a large tract of land near Atlantic City, N. J.) has been very attractive. Mr. W. J. Romig, who for years wrote the Heppie Piano advertising, and who later connected himself with the well-known real estate man, W. M. Ostrander, is now associated with Victor J. Humbrecht, Drexel Building, and is doing effective work in exploiting many new tracts, among them Pleasantville Terrace. Mr. Romig has the keying system of advertising down to a science, and he tells me that his experience has taught him that on large real estate propositions, the coupon advertisement is invariably the best. He tries almost all newspapers on the same piece of copy, keying each paper.

* * *

Another operation which has been advertised very effectively and whose copy has been out of the usual run of such publicity is that of Samuel Crothers, whose tract (Wissahickon Heights) has

nearly all been sold through newspaper advertising. This land is in close proximity to Philadelphia, and Mr. Crothers ran special trains (he paying car fare of all interested) thrice a week to his operation for four weeks, meanwhile running half and quarter pages in the newspapers; each advertisement containing a coupon which entitled the bearer to a free ride to Wissahickon. So successful was this publicity that Mr. Crothers is planning another large operation which he will exploit in the same manner. Powers & Armstrong placed some of Mr. Crothers' business. Incidentally, these large advertisements were running in the newspapers during the time that the gas lease agitation was creating much excitement in this city, and, as Mr. Crothers was one of the few select councilmen who opposed the gas steal from the very first, he secured a great deal of desirable publicity through the news columns of the papers simultaneously with his half and quarter page copy; and it frequently happened that on the same day and in the same newspaper that a large Crothers advertisement would appear, there would also be printed either a cartoon or a photograph of Mr. Crothers and all parts of his speeches delivered at mass meetings or political meetings giving his views against the gas steal.

* * *

While on the subject of real estate, we are reminded of the fact that Felix Isman, one of the greatest real estate men in the country, has outgrown his present quarters in the Mint Arcade Building and will soon remove into more roomy offices in the same building, on the South Penn Square side. The Mint Arcade Building, which is Mr. Isman's idea, and which is the only building of the kind in Philadelphia, has proven very popular with tenants and every store and office is now rented, which is more than a great many people had looked for at so early a period after its erection.

Receivers' Sale

The Complete Plant used in the Publication of the BOOKLOVERS MAGAZINE

TABARD INN PRESS

INCLUDING

Type, Cylinder and Job Presses, Automatic Feeders, Motors, Job Type, Composing Room Fixtures, Bindery Machinery, Folding Machines, Cutting Machines, Office Furniture and Fixtures, Fire Proof Safe, etc.

OFFICIAL INVENTORY

AS COMPILED BY THE APPRAISERS, MAILED ON REQUEST

For information apply to Receivers

J. H. SINEX

Nos. 18 and 20 South Sixth Street, Philadelphia

CHAS. MAGARGE LEVIS

No. 16 South Fifth Street, Philadelphia

R. T. EATON

The Booklovers Library, Witherspoon Building,
Philadelphia

NOTE

Sealed bids will be received by the Receivers for all or any part of plant until Saturday, July 1st, at 12 o'clock, noon.

60 PER CENT.

A foreign business house, desiring to avail itself of the very highest grade of American advertising service, wrote to a long list of leading American advertisers and advertising men, asking to be referred to the concern best equipped to render such service. They write us that over 60 per cent of the replies recommended

THE GEORGE ETHRIDGE COMPANY,

33 Union Square, New York City, N. Y.

(A copy of this letter will be sent on request.)

SPECIAL ANNOUNCEMENT.

To be published on July 1, 1905, A NEW PUBLICATION, entitled

American Homes and Gardens

(Successor to SCIENTIFIC AMERICAN BUILDING MONTHLY.)



THIS new monthly magazine will have the word "Home" for its keynote. It is the intention of the Editor to take the reader with him to various parts of the country, and show him how the better class of people live, whether the house may have cost \$3,000 or \$300,000.

The Editor will not leave you on the outer doorstep, however, but will take you within, where you may see how the house is furnished and decorated and how the owners live. Then you may have a walk through the garden, and then to the summer house.

There will be published articles on room decoration and furnishing, showing how the furniture may be arranged to produce the best effects, what pictures may be hung, and what bric-a-brac, inherited from some former mansion, may with advantage be discarded. In short, the new publication is intended to be

OF INTEREST

To the one who has a Home.

To the one who has not a Home, but intends to have one.

To one who wishes to improve the Home and make it more attractive.

To the one who appreciates that the Garden and the House should form part of an harmonious scheme.

Each issue will contain an article on some important mansion, showing, if possible, various views of the exterior, the interior, and the garden. Plans are published with most of the residences shown.

MUNN & CO., Publishers, 361 Broadway, New York.

My Check Line.

It seems strange that so many of our publishers and printers throughout this broad land are so lacking in the art of buying. They order from every Tom, Dick and Harry that gives them credit, never figuring whether they need the goods in a month or in a year, and when paying time comes around, their bank account is reduced while their shelves groan with the weight of dead stock, some of which is never used. My system of getting the money in advance acts as a check line on a man's purchases, and if you will take the trouble to visit any of my customers I am willing to wager you will not find one among them who has ordered recklessly. They buy just what they need and at the end of the year their balance-sheet shows a clean record from ink debts. It matters not whether you order a quarter-pound can or a one hundred-pound keg, I want your trade, and when you feel that I have not fulfilled my part of the contract, return the goods and your money will be refunded along with the transportation charges. Send for my price list.

ADDRESS

PRINTERS INK JONSON,

17 Spruce Street,

New York.

READY-MADE ADVERTISEMENTS.

Readers of **PRINTERS' INK** are invited to send model advertisements, ideas for window cards or circulars, and any other suggestions for bettering this department.

The druggist who is spending all he can to advantage in the newspapers and feels that he would like to publish a little paper all his own once a month or so, will do well to send a bunch of two cent stamps to Mr. Andrew R. Cunningham, 264 Joseph Campau ave., Detroit, Mich., with a request for a few copies of "Cunningham's Bulletin." "Cunningham's Bulletin" is about 8x10 in size, with four pages and four 13/4 inch columns to the page. It is printed on good paper, without any attempt at ornamentation; but Mr. Cunningham's little ads, which run about five to the page, are set by people who know how to handle type, and look so attractive and easy to read that the first thing you know you've read them. At the head of the first column Mr. Cunningham says:

"The Bulletin has a circulation of 3,000 copies.

"It is not of the patent inside variety, but is published by myself entirely in the interests of this store."

Then he prints a calendar for the current month, then a little talk about the progress his business has made. After that come a lot of good, clean jokes and little chunks of worldly wisdom clipped from anywhere and everywhere, with a big list of patent medicines and the cut prices, and now and then one of those handsome little ads, with or without cuts. The March, 1905, issue is No. 3 of Vol. 11, which seems to indicate that the "Bulletin" has had a fairly long and prosperous life, and that, in Mr. Cunningham's case, at least, it represents a good kind of advertising. Here are some of the ads it contained:

CUNNINGHAM'S COUGH BALSAM isn't an ordinary cough cure with my name pasted on the bottle. It is the result of long and careful study and experiment with those drugs known to possess curative properties. The result is the best combination of those

drugs I know of. It has cured hundreds of colds and coughs—that is why I am so sure it will cure yours.
25 Cents A Bottle.

CHILDREN NEED CANDY.

It used to be thought that candy was injurious to children, that it decayed their teeth, deranged their digestion, etc. Now we know that the appetite for sweet things is a perfectly natural one, that candy is an essential food. The only danger from candy is the likelihood of getting the adulterated kind. We have a big line of choice sweets and guarantee every piece to be absolutely pure, wholesome and delicious. Our regular 25 cent (pound) box is sold every Saturday for 19 cents.

DOUBLE PRESCRIPTION PROTECTION.

The attention of two skilled pharmacists is focused on every prescription compounded in our prescription department. One does the compounding, the other checks off the ingredients in order to make sure that not the slightest error occurs. This double check system is in force for your protection. It costs you nothing extra. Our prices are never higher than in those stores where less labor and attention are given.

A Good One From the Pittsburg, Pa., Leader.

Putting Up Lots of Awnings.

Awnings used to be considered a luxury to be indulged in only by the favored few, but "The Big Store" changed all that and brought prices down where they belong, within the reach of all. Let us give you an estimate for fitting out your home, office or workshop. We guarantee prompt service, best of workmanship and material.

Special quotations also made on Window Shades, Slip Covers, Furniture Upholstering and Draperies of all sorts.

Ready Made Awnings—adjustable to fit any window or door 2 1/2 ft. to 4 ft. wide—worth \$4; at \$2.75.

Same to fit openings 3 ft. 2 in. to 5 ft. 6 in. wide; worth \$5; at \$3.98.

KAUFMANN'S,
Pittsburg, Pa.

Dear Jack: Why Don't You Say How Much it Costs to Ride in Your Cars "By the Hour, Day or Trip." So We Can Tell Whether We Have the Price and Avoid Embarrassment?

The New Auto Station.

Agency for new Rambler Automobiles. Cars to rent by hour, day or trip.

The storage room, which was recently erected, is a large, well-lighted building, having a cement floor and facilities for washing and caring for the machines.

The repair department, which is in a separate building, is fully equipped to do any repairing on any automobile.

The mechanics, who are in charge of this department, are experienced in all lines of auto repairing and are prepared to give immediate service.

J. T. DANN, Prop.,
314 Main Street,
Danbury, Conn.

One From a Series of Excellent Ads Prepared by Samuel B. Johnston, "Advertising and Business Counsel," San Francisco, Cal., for the Lowry Restaurant of That City.

Wurzburger Flows

to the music of the orchestra and merry chatter of the throng. Good cheer and good food attract the crowds—good service and fair prices hold them.

THE LOUVRE,
J. Meyerfeld, Prop.,
Cor. Powell and Eddy Sts.,
San Francisco, Cal.

The Green Apple Will Soon be Getting in Its Work, and Then the Pain-Killer Ad Should Also Get Busy Along the Lines of This One From the Harrisburg, Pa., Star Independent.

Green Apples

work havoc with the small boy's stomach, and grown persons suffer the same pain sometimes.

McNeil's Pain Exterminator takes away this pain in a few minutes. Druggists sell it at 10c., 20c. and 40c. a bottle.

MCNEIL MEDICINE CO.,
Harrisburg, Pa.

A Good Coal Ad.

"Hot Biscuit" Coal.

If you want to make the "loveliest Hot Biscuit," you'll have to use our Genuine Jellico and Blue Gem Coal. A quick, hot, steady heat can be obtained from our Coal because it's a high grade article, free from impurities with a high heat value.

Give us your order for Cooking Coal.

SOUTHERN COAL &
COKE CO.,

Yards: 604 Oak St.,
Knoxville, Tenn.

This One From the Lorain, O., News Had a Mighty Narrow Escape From Being a Good Ad. Why Not Print Prices Instead of Talking About "Very Little Money?"

Tell-tale Teeth

If you neglect your teeth you know it; and everybody else knows it, because the teeth are so prominently located that any lack of care is quickly visible.

Good tooth brushes cost but little here. We have some that we guarantee never to shed a bristle. We also have the latest and best tooth preparations; those that polish, whiten and preserve the teeth and cannot harm.

Can supply a tooth-saving outfit for very little money.

EDDY'S DRUG STORE,
58 Pearl St.
South Lorain, O.

A Short One On Straw Hats, Printed With Prices. From the Saint Paul, Minn., Pioneer Press.

J. Pluvius Says Straw Hats Are Ripe

J. Macnider says he has the Right Sort.

Fine Swiss, Milan and Split China Braids. Prices, \$1.50 to \$5.

Special—A big lot of genuine one-piece Panama hats, worth \$10, for \$5.

J. M. MACNIDER CO.,
Sixth and Wabasha Sts.,
Saint Paul, Minn.

How "The Globe" Always Enters Into the Spirit of Things and Makes Its Enthusiasm Contagious. From the Danbury, Conn., Evening News.

**Biff !
Bang!!
Boom!!!**

The Fourth's the day of all days. Are you fixed to enjoy it? You'll have to get comfortably clothed to get all the fun there is out of the day. Thin duds will be an absolute necessity. Flannel, crash or serge suits, soft shirts, thin underwear, summer neckwear, straw hats, belts, etc., etc., in fine assortment and for less than the same stylish and reliable grades cost elsewhere. Why pay more than we charge? Save the difference to celebrate with.

Open to-night. Close at noon to-morrow.

THE GLOBE,
Cor. Main and White Sts.,
Danbury, Conn.

A Wall Paper Ad That is Interesting, and Informative in Everything but Prices. From the Morning Astorian, Astoria, Ore.

Brush Tints

are the daintiest effects produced by artist's brush—reproduced in wall papers. Step in and see the pretty patterns just received.

Figured Ingrain—A paper having the elegant shades of plain ingrain with pretty figured effects.

Duplex—A pretty and servicable wall paper, showing double tint effects on imitation ingrain stock. On defective walls it overcomes annoying shortcomings, so often noticed in other papers.

Cloth Effects

in wall paper are among the latest productions of leading manufacturers. Designs approaching in beauty those of the elegant tailor-made suitings.

Step in and see them all. We are also agents for Patton's Sun Proof Paints. Descriptive folder mailed on request.

B. F. ALLEN & SON,
365-367 Commercial St.,
Astoria, Ore.

"Something Choice in Molasses." From the Register, Berwick, N. S.

Barbed Wire, Crab Wire.

New assortment of Waistings.

New Prints.

If you want something choice in Molasses try me.

SPURGEON HARDING,
Somerset, N. S.

This One Will Give Her Something to Show to "Hubby" When He Comes Home to Dinner and Finds Her Sweltering Over a Coal Range. From the Montgomery, Ala., Advertiser.

**The man who loves
His wife the most
Is not the one**

To let her roast

these warm days in a kitchen overheated by a sweltering coal stove. The gas range supplies sufficient heat for cooking, etc., but no waste warmth to inflame the atmosphere. A word to the wise, etc.

**MONTGOMERY LIGHT &
WATER POWER CO.,**
Montgomery, Ala.

A Good Line of Talk for Most Any Linen Underwear. From the Wash-

Belfast Mesh

Try wiping your hands on a woolen blanket, then you will know why woolen underwear is clammy and uncomfortable after the least perspiration.

Be fast Mesh Linen Underwear absorbs moisture rapidly and dries immediately. In Belfast Mesh Linen, your body is surrounded by clean, dry air protected from drafts. We are sole distributors for Washington.

NEESON & BARR,
North Main Street,
Washington, Pa.

A Good Point Well Brought Out in the Minneapolis, Minn., Sunday Times.

Interesting Information Turned to Account in the Pittsburg, Pa., Dispatch.

There Were 43 Marriage Licenses Issued the Past Week in This City.

Out of this total we furnished 14 of the 43 outfits that were, presumably, sold to these happy couples. How's that for a splendid record for a new store? Shows, doesn't it, that the young folks are "up to snuff" as to where best values, newest goods, and easiest terms of payment may be obtained? Yes, sir! Yes, ma'am! Most emphatically. You, too, want to see us for your outfit. We don't care what your tastes are. We've the \$1,000 outfits, as well as the \$100 ones, and on terms to suit the professional man or the laborer.

**THE WINSLOW & RUFF
FURNITURE AND
CARPET CO.,**

Minneapolis, Minn.

*Another Seasonable One From the
Bangor Daily Commercial.*

"Cool Off" in Our Hammocks

Here is Bangor's biggest and most attractive Hammock line—a truly immense stock. Big, roomy, comfortable Hammocks, in all the summerish color combinations imaginable—ranging in price from \$1.50 to \$6.

You'll find the celebrated "Palmer" and "Eclat" Hammocks most prominent in our line. They are the recognized leaders!

Special Hammocks for Babies: Little fellows; portable; covered with mosquito bar; price only \$3.50.

Come to us also for Hammock Ropes, Spreaders, Hooks, etc., and for Lawn Swings.

RICE & MILLER,
28-30 Broad St.,
Bangor, Me.

Rags.

"Rags" is the name given by bank tellers to mutilated currency. When paper money which is soiled or torn reaches a bank it is usually sorted from the clean money and shipped to the Treasury Department for redemption. The Government requires that this money before being shipped be strapped and packaged according to kinds, either United States notes, coin certificates, silver certificates, gold certificates, or National currency. This bank prides itself on the close sorting of the money it receives, and twice each week a shipment is made to Washington for redemption. Since the returns for "mutilated" are always made in new money, an ample supply is therefore always available for the use of this bank's customers.

**DIAMOND NATIONAL
BANK,**

Fifth and Liberty Aves.,
Pittsburg, Pa.

*Lots of Hay and Grain Dealers Never
Think to Advertise Chicken Feed.
This One is From the Leavenworth,
Kans., Times.*

Have You Chickens To Feed?

Many poultry raisers have demonstrated that wheat is the best Summer food for chickens. If you're not feeding on wheat for chickens, send in a trial order to No. 20—either 'phone.

A bushel for 95c.
Per hundred pounds,
\$1.55.

You'll want to feed a little of our Pratt's Poultry Food at this time, to keep poultry free of disease and make your young chickens grow rapidly and healthy. 25c. pkg., 5 lb. (3 times 25c. size) 60c.

Iowa Oats, per bu., 40c.
Corn Chop, per sack,
\$1.10.

Hay, per bale, 35c.
Straw, per bale, 20c.

A. M. GEIGER,
Leavenworth, Kan.

Office of
THE CHICAGO DAILY NEWS,
VICTOR F. LAWSON, Publisher,
128 Fifth Avenue, CHICAGO.

June 6, 1905.

MR. CHARLES J. ZINGG,
Mgr. Printers' Ink Publishing Co.,
10 Spruce St., New York City.

Dear Sir:

I have received your letter of the 19th ult., and the new issue of Rowell's American Newspaper Directory.

Your preface announces a 'platform' of independence, intelligence, painstaking care and honesty in the conduct of the Directory. It is a strong policy which the American press and the American advertiser ought to, and in my judgment will, appreciate and reward with a sustaining patronage.

Sincerely yours,

Victor F. Lawson